

# | Lonndugan | Marketing Leader |

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Analytical, strategic marketing leader works in disciplines from opportunity analysis to product development, channel segmentation, identity, brand, message, sales, production, delivery & service. Has led project teams & startups in traditional, entrepreneurial & digital landscapes.

## PROFESSIONAL EXPERIENCE

### **BIG MARKETING SOLUTIONS, Sylvania, OH (Marketing Consultant) 2014 – Present**

#### **Digital Marketing Services / Consultant / WordPress Website Design & SEO / PPC / Local Search**

- Consistently ranks search engine optimization (SEO) clients on page one #1 at Google
- Develops Social Media pages for clients across LinkedIn, Facebook, Twitter & more
- Serves clients from local Painting Contractor to Global Solar Power Engineering Company
- Manages dedicated web and email servers, provides WordPress hosting services, email services
- Developed social media Tech & Talent Portal on WordPress for the University of Toledo
- Developed online Digital Photography School with freemium and social media model

### **MIDWEST MORTGAGE INVESTMENTS, Toledo OH (Mortgage Bank) 2012 – 2014**

#### **Mortgage Marketing Manager / Mortgage Loan Officer**

- Designed and launched new Website, performed SEO, managed AdWords & Salesforce CRM
- Launched SEO/AdWords campaign, improved lead generation 500% over phone book ads
- Designed presentations, image collateral, marketing collateral, implemented content strategy

### **BUCKEYE CABLESYSTEM, Toledo OH (Telecommunications) 2007 – 2011**

#### **Product Development Manager**

- Led cross functional teams from all business units as Project Manager & Task Team Leader
- Chaired teams of CEO, Vice Presidents, Directors, Senior Managers & Subject Matter Experts
- Drafted Social Media Strategy, Implemented Monitoring, Led Social Media launch
- Provided project management for Voicemail, Mobile Voicemail, Cell Phone & Set Top Box
- Launched Three Screen Real Estate Ad Network with TV, Internet Video & Mobile App
- Created / executed television and digital marketing strategy, startup plan, launch
- Hired / trained staff, supervised programmers, established & managed key partnerships
- Wrote TV ad scripts, supervised video shoots & edits, performed voice and on-camera talent

### **RE/MAX INTERNATIONAL, Toledo OH (Real Estate Sales) 2003 - 2007**

#### **Real Estate Marketing & Sales Team Leader**

- Increased web traffic 200% and lead generation by 400% with SEO and copy writing skills

### **LUCAS PRODUCTS CORP, Toledo OH (Manufacturing) 1988 – 1998**

#### **Principal: Health and Beauty Products Market Leader**

- Created global niche market leadership, managed advertising, PR, new product launches
- Managed trade shows increasing trade show sales 2000% with off peak pricing strategy
- Created Web Portal for entire industry, wrote trade magazine articles, led certification classes
- Created Preferred Distributor Program, improved distributor and trade relations

## EDUCATION

University of Toledo: Master of Liberal Studies: Concentration in Marketing Communications  
University of Toledo: Bachelors Degree, Applied Organizational Technology, Concentration in Digital Marketing  
University of Toledo: Associate Degree, Marketing and Sales Technology