

Jon Lee

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CAREER GOAL

A position where my 20+ years of experience closing and managing multi-million dollar accounts can help an organization grow while maintaining business stability through low to zero client attrition

EMPLOYMENT

FORA.tv

Senior Project Manager / Customer Success Manager 2017 – 2019

Project manager and lead consultant for all live stream and video production projects at FORA.tv. Managed projects for Dell, Oracle, Capital One, Vanity Fair, Glamour, Wired, Salesforce and Brightcove.

- Developing and finalizing scope of work and deliverables with clients
- Primary point of contact for the client and third-party vendors
- Crew management and remote oversight of all live stream events
- Budget review and analytic reporting for each live stream event
- Management and oversight of Google Adwords, Facebook, Twitter and YouTube ad campaigns
- Identifying and pitching up-sell opportunities when appropriate

Jonny.com LLC

Owner / Independent Consultant 2014 – 2017

Freelance independent contractor for various web and IT related projects. My specialty is related to assessing client needs and developing a strategy to meet their goals and objectives. Other services are as follows:

- Working with web and IT service providers to acquire new clients
- Project management for web and application development projects
- Managing and running Google AdWords campaigns including development of landing pages, A/B testing and graphic design
- Supporting IT related needs including desktop support

Bay Computing

Director of Client Services 2009 – 2014

Second-in-command behind the CEO of a managed IT and Cloud computing service provider. My responsibilities included:

- Overseeing all accounts and ensuring client needs were being met
- Pitching new service offerings to new and existing clients
- Primary consultant and manager for the web department
- Project auditing and billing related activities to ensure engagements were properly recorded and within their allocated budget
- Management and oversight of Google AdWords campaigns and outsourced lead generation team

Jel Productions, Inc.

CEO and Founding Partner 2001 – 2009

Founded and managed an award-winning web development firm with a staff of up to 40 people that focused on front-end design and complex database-driven websites. Jel was acquired in 2009. As CEO, my responsibilities included:

- Relationship manager for high-profile clients and primary web strategy consultant for key projects
- Developing and acquiring new client and business relationships
- Overseeing \$30+ million in service-based revenue
- Architecting user interfaces and developing many of the core marketing concepts behind our clients' business strategy
- Acquiring and integrating two competing web firms

EDUCATION

University of California, Davis
B.S. Managerial Economics

EXPERIENCE

My professional experience has typically included:

- Analyzing clients' complex business challenges and delivering complete strategies from concept through execution
- Utilizing data models and cost analysis to define and measure success
- Developing and pitching online business strategies and marketing campaigns
- Overseeing large project teams to ensure client goals and objectives were being met
- Developing, managing, and analyzing Google AdWords, Twitter and Facebook ad campaigns
- Fostering a team culture that stimulates creativity and strong work ethics
- Making quick decisions based on risk assessment of both short-term and long-term business impacts

CLIENT SERVICES

I have provided account management, consultative sales, conducted c-level client interviews, business analysis, and strategic guidance for my clients' business and marketing strategy. Below is a select list of clients I have worked with.

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| ➤ The Atlantic | ➤ General Motors |
| ➤ Blue Diamond | ➤ Goodby Silverstein |
| ➤ Brightcove | ➤ HP |
| ➤ California Department of Insurance | ➤ Open Society Foundation |
| ➤ California State Lottery | ➤ Roche |
| ➤ Capital One | ➤ Salesforce |
| ➤ Carnegie Institution | ➤ UC Davis Health System |
| ➤ Dell | ➤ Vanity Fair |
| ➤ Duraflame | ➤ Williams-Sonoma, Inc. |
| ➤ Genentech | ➤ Wired |