



JASON YORMARK

MARKETING PRO

20 year marketing veteran with a proven track record of results oriented marketing strategies & execution. Frequent blogger and proud child of the 80s.

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EXPERIENCE

VICE PRESIDENT OF MARKETING

2015 - PRESENT

SPORTSART, MUKILTEO, WA

Responsible for planning, development and implementation of all marketing strategies, communications, & public relations activities, both external & internal for a fitness equipment manufacturing company. Manage & direct a 4 person team and 1.5 million dollar marketing budget. Coordinate at the strategic and tactical levels in partnership with other teams across the company.

- Developed lead gen/marketing automation strategy resulting in 1000+ leads per year
- Implemented marketing strategies resulting in 330% audience growth & 400% engagement
- Oversee all 10+ trade show events & strategy netting 1000s of leads and 28% lift in sales

DIRECTOR OF SOCIAL MEDIA

2014-2015

PROJECTLINE, SEATTLE, WA

Led the agency's 15 person social media practice providing marketing, community building, creative content architecture, social experience development, communications strategy, analytics, paid media, social selling and influencer programming.

- Grew social media business from 1.35 million/year to over 2.6 million/year
- Launched social sales division resulting in additional revenue stream of over \$400k/year
- Implemented client strategies for Microsoft resulting in 106% opportunity growth rate & 89% increase in sales revenue

SENIOR VICE PRESIDENT OF MARKETING

2011-2014

STRATEGIES 360, SEATTLE, WA

Planned and directed marketing and social media efforts for S360 a PR/communications agency servicing non-profit, education, political, energy, and cause-based organizations. Recruited, coached, and managed team of 8. Partnered with other business units, including creative teams during development of campaigns with digital assets.

- Grew marketing business from zero revenue to \$1.1 million within 12 months
- Regularly grew client's digital channel audience and engagement by 100s of % points
- Devised a content & lead gen strategy resulting in 100+ sales leads per month regularly

SENIOR MARKETING PROGRAM MANAGER

2005-2011

MICROSOFT, REDMOND, WA

Six years of cross-functional marketing experiences across multiple brands including Microsoft Advertising, Office for Mac and Microsoft Office. Led major initiatives such as PM'ing the Microsoft Advertising accreditation program, designing and launching social for Office for Mac 2011, and hiring, managing & leading a 35+ person team of search marketing account managers.

- Increased Microsoft Advertising Accreditation Program adoption by 273%
- Developed lead gen strategies that led to a 23% increase in leads and 8% in revenue
- Grew Microsoft Office MVP channels by 49% (Facebook) 34% (Twitter) & 23% (Blog readership)



EDUCATION

MASTER OF ARTS SECONDARY EDUCATION

UNIVERSITY OF PHOENIX (ONLINE)

MAY 2005

BACHELOR OF SCIENCE MASS COMMUNICATION

ILLINOIS STATE UNIVERSITY, NORMAL, IL

DECEMBER 1997