

# JASON YORMARK

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## SENIOR LEVEL MARKETING PROFESSIONAL WITH 20+ YEAR'S EXPERIENCE

Dynamic, results-driven digital marketing executive and thought leader with a demonstrated track record of building and leading teams that deliver aggressive market penetration, channel development, and client relations strategies. Record of spearheading large-scale, high-profile programs at Fortune 100 company. Excellent writer and popular blogger frequently asked to speak at forums and industry events. Adept at leveraging expertise to deliver stellar sales, revenue, and profitability results in a competitive environment. Proven ability to develop and cultivate long-term relationships with key decision makers and consistently influence buying decisions. MA Degree.

**Marketing Strategy & Execution**  
**Profit & Loss Management**  
**Paid & Organic Search Marketing**  
**Competitive Landscape & Analysis**

**Social Media Strategy**  
**Team Leadership & Training**  
**Staff Training & Management**  
**New Business Development**

**Website Strategy & Development**  
**Internet Marketing Research**  
**Strong Technical Abilities**  
**Recruiting & Hiring**

## PROFESSIONAL EXPERIENCE

**SPORTSART**, Mukilteo, WA  
*-fitness equipment manufacturer*

***Vice President of Marketing*** (2015 - Present)

Planned, developed and implemented all marketing strategies, communications, and public relations activities, both external and internal. Manage a \$1.5m marketing budget while overseeing development and implementation of support materials and services in the area of marketing, communications, social media, search marketing, content marketing, tradeshow coordination and public relations. Directs the efforts of the marketing, communications and public relations staff and coordinates at the strategic and tactical levels in partnership with other teams across the company.

- Designed and built a lead generating market funnel resulting in 1,000+ additional sales leads per year
- Implemented social and content marketing strategies that have resulted in online audience growth by 365% and user engagement by over 400%
- Manage, advise & execute on 10+ tradeshows per year resulting in **1,000+ leads & a 28% (\$1.4m)** lift in sales

**PROJECTLINE**, Seattle, WA  
*-marketing/advertising agency*

***Director of Social Media*** (2014 - 2015)

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

- Oversaw the integrated social strategy, programming, execution and management for a variety of Fortune Global 500 brands such as Microsoft and SAP
- Grew social media business from **\$1.35m/year to over \$2.6m/year, a 92% lift** in first 6 months
- Managed and oversaw the social selling team driving thousands of seller trainings for Microsoft resulting in 106% opportunity growth rate and 89% increase in sales revenue vs. non-participants

**STRATEGIES 360**, Seattle, WA  
*-marketing/advertising agency*

***Senior Vice President, Marketing & Social Media*** (2011 - 2014)

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. Oversaw SEO/SEM campaigns including keyword research, copywriting, coding, & link-building for clients.

- Formulated strategy and **created new marketing and social media unit** from scratch
- Developed global business from **zero revenue to over \$1.1m** within 12 months
- **Devised campaign and brand messaging strategies** for social and paid media
- Catapulted clients' social media success through **increasing reach & engagement metrics by hundreds of % pts**
- **Wrote brand and campaign-specific best practices guides** for social media usage

**MICROSOFT**, Redmond, WA  
-software/hardware manufacturer

**Senior Social Media/Community Program Manager** (2010 – 2011)

Oversee social media and community building efforts. Analyze business challenges and special needs of MVP (Most Valuable Professional) and broad community to uncover opportunities to engage customers and satisfy needs. Facilitate feedback for ongoing product improvement. Serve as Cluster Lead for Platforms and manage MVP program experience, spanning full spectrum of technology expertise within Microsoft Office product line.

- **Increased success of Microsoft Office 2010 launch** by arranging participation of 218 MVPs across 36 US launch events, representing 22% of all community launch participants.
- **Coordinated special series** on MVP Award Program Blog, "10 Days for Office 2010," which involved MVPs from Australia, Canada, UK, US, and Philippines as guest bloggers for 10 days. Federated content to Office team blog, and team blogs for Excel, OneNote, Outlook and Project.
- **Grew** Facebook community by 49%, twitter following by 34%, and blog readership by 23%.
- **Boosted customer satisfaction** by channeling MVP feedback, including "Top Community Issues" and "Early Warning Signals." Integrated "Voice of Community" feedback into Microsoft "Voice of the Customer" strategies utilized by Product Groups.

**Community Program Manager, Microsoft Advertising Community Team** (2006 – 2009)

Oversaw adExcellence accreditation program for Microsoft adCenter. Enhanced advertiser and influencer engagement through internal and external events. Incorporated metrics demonstrating accredited advertisers had 29% higher revenue than non-accredited advertisers. Earned "**Microsoft Gold Star**" in 2008 and 2009.

- Increased accreditation adoption **by 273%** (from 231 to 600+ members) by introducing new features, such as loyalty programs, agency support, and community platform integration.
- Led 4 community events in 2009, with satisfaction ratings **increasing from 85% in 2008 to 90% in 2009**.
- Produced Microsoft Advertising Podcast and video series, **growing audience 153%** over 6-month period.
- Directed Microsoft Search Summit in 2008 and 2009, attracting 100 of the top influencers, advertisers, and evangelists to share feedback and gain information about new offerings and technology. **Boosted attendance 6% from 2008 to 2009**.

**Lead Media Specialist, Microsoft Advertising** (2005 – 2006)

Drove team of 1- Media Specialists to meet industry-leading SLAs for paid search campaigns. Developed on-boarding strategies and training modules for new employees. Designed and managed acquisition and evangelism efforts in conjunction with 15 annual trade shows, each with 5,000+ attendees.

- Designed and implemented lead generation strategies at trade shows, which accounted for **23% of Microsoft adCenter leads** for SMB market in 2006 from 0% during previous year.
- Contributed to **8% revenue gain** by initiating ongoing model for collaboration for event marketing materials partnering with Trade Marketing.
- Selected to lead Client Services Organization's Rewards and Recognition Program, producing **110% increase in employee participation** and 11% lift in employee morale.

## EDUCATION

**UNIVERSITY OF PHOENIX**  
**Master of Arts:** Secondary Education

**ILLINOIS STATE UNIVERSITY**  
**Bachelor of Science:** Communications