



## JonathanTharp

### Contact Info

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[jtharpdesign@gmail.com](mailto:jtharpdesign@gmail.com)

## Technical Proficiencies

- HTML
- Google Analytics
- Adobe Creative Suite Design Software
- Eloqua Marketing Automation
- Salesforce
- Exact Target
- Wordpress CMS
- PICSES CMS
- HootSuite
- On24 Webinar Software
- Microsoft Office
- Project Management Software

## Education

### Master of Business Administration

Concentration: Marketing & Computer Info. Systems

**May 2014**

*Missouri State University*

### Bachelor of Business Administration\*

Major: Marketing

\**Graduated Magna Cum Laude*

**May 2013**

*Evangel University*

### Associate of Applied Science

Major: Visual Communications (Graphic Design)

**June 2010**

*Sinclair Community College*

## Certification & Special Recognition

- Certified in Eloqua Marketing Automation (<http://bit.ly/EloquaMarketingAutomation>)
- Evangel University Business Department Alumni Scholarship Winner
- Who's Who Award Winner (<http://bit.ly/WhosWhoAward>)
- Selected by the Missouri State MBA Program Director to compete in the *2014 National Sports Forum (NSF) Case Cup Competition* (<http://bit.ly/CaseCupCompetition>)

## Marketing & Design Experience

### Marketing Coordinator & Project Manager

**July 2014-Present**

*Penton (iNET Interactive), West Chester, Ohio*

- Generate and nurture hundreds of leads for advertising and event sales teams
- At any given moment, manage the execution of multiple custom marketing programs for different clients simultaneously worth \$800,000+ in annual revenue
- Create Eloqua marketing automation campaigns and digital/social promotions

### Brand Strategist

**May 2011-August 2012**

*Midwest ATM Coast2Coast Solutions, Urbana, Ohio*

- Rebranded the company with a new brand identity system for it to grow from a regional to a national service provider
- Supported upper management with client projects (i.e. Chase, Wells Fargo) that were very technical with rigorous approval standards and high attention to detail
- Updated website content remotely while attending an out-of-state university

### Graduate Assistant - MBA Program Marketing

**June 2013-May 2014**

*Missouri State University, Springfield, Missouri*

- Assisted the Program Coordinator with the Program's client relationships, marketing efforts, customer service, and office administration
- Designed promotions and social media content for the Program with the Adobe Creative Suite
- Organized data about prospective and current students with Zoho CRM (similar to HubSpot and Salesforce)

## Leadership & Event Planning Experience

### Evangel Activities Board Treasurer

**August 2012-May 2013**

*Evangel University, Springfield, Missouri*

- Managed an annual budget of approximately \$10,000 for campus events
- Coordinated campus event logistics and promotions (team and individual effort)
- Served as an Executive Leader in the Evangel Student Government Association (ESGA)

### Student Admissions Host

**August 2011- May 2013**

*Evangel University, Springfield, Missouri*

- Conducted on-campus tours for guests and prospective students
- Hosted visiting students overnight to showcase a 24/7 campus life experience at Evangel
- Worked with the admissions counselors for various on-campus admission events