

Jonathan Chandler

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AREAS OF EXPERTISE

TECHINICAL SKILLS:

UI | UX | Adobe Photoshop | Adobe Illustrator | Adobe Premiere | Adobe After Effects | WordPress | LearnDash LMS | WooCommerce | Joomla | Drupal | HTML, CSS, JS | Asana | Monday.com | MailChimp | Constant Contact | SEMrush | MOZ | Google Analytics G4 | Google Tag Manager | Google Ads | Looker Studio | Google Search Console | Google Suite | Bing Search Console | Microsoft Excel | Microsoft Word | Microsoft PowerPoint | Microsoft Visio | Visual Studio | SMS | DNS Config. | Marketing Research | Project Management | Budget Management | Vendor Management | Account Management | Logistics | e-commerce management | SOP Development

PROFESSIONAL EXPERIENCE

INDRA ENERGY | Digital Marketing Manager
Philadelphia, PA - Remote

Dec 2022 – Aug 2024

- Cultivated a team and spearheaded the refinement of the online customer journey which yielded conversions over 300% by the third quarter.
- Introduced AI capabilities to the team, outputting successful remarketing campaigns.
- Executed an online reputation strategy and increased domain authority from 13 to 36 in 1 year.
- Authored and designed the company brand standards.
- Directed the PPC agency and requirements to optimize customer enrollments leading to a 70% increase.
- Managed vendor relationships and digital campaign strategies increasing conversion rate over 6%.

JMCREATIVE | Freelance | Marketing Consultant
Houston, TX

May 2020 – Dec 2022

- Performed and documented marketing audits for clients in various industries to identify areas for improvement and provide support in marketing efforts.
- Centralized marketing plans, collateral pieces, and established platforms to form strategies aligned with client goals.
- Provided services such as website development, online reputation management, market research, SEO/SEM strategy, email marketing, and various digital marketing strategies.

THE LIBERTY GROUP | Marketing Director
Houston, TX

Mar 2018 – May 2020

- Worked directly to the CEO to provide market research, acquisition reports, and strategic marketing initiatives.
- I took ownership of social and paid media accounts, company websites, and brand strategy.
- Developed a strategy designed to increase talent acquisition via the website and various channels. The program resulted in an average increase from 150 to 800 qualified candidates per month.
- Diagnosed/audited the marketing budget and reconciled \$150K per year.
- Directed and re-branded the company's online presence and capabilities to increase B2B engagement and revenue.
- Pioneered the company's training program with an eLearning platform to be used for branch coordinator training. Creating open and live communication between all branch locations and staff, companywide.

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JMCREATIVE DBA | Digital Marketing Consultant
Houston, TX

Jan 2014 – Mar 2018

- Provided custom full-service marketing solutions for global, local and small business owners. Worked directly with the business owner and appointed liaison to meet their requirements and business objectives.

Simply7Snacks • Keemat Grocers (debuted on the Anthony Bourdain “Parts Unknown”) • Fairchild Sports Performance • Emerald Metals • The Liberty Group • Liberty Screening • McCain’s Market • Blue Mountain Bakery • Applied Radiant Systems • Dr. Joe Taravella (CBS’s Live From The Couch) • Drew’s Pastry Place

CRM MARKETING GROUP | Digital Department Manager
Houston, TX

Nov 2001 – Jan 2014

- Directed the department while working closely with doctors and administrators to develop effective marketing strategies and increase patient and surgery volume.
- Worked with a team member and engineered a digital online simulator and appointment scheduler for eye doctors. This charted the first online Cataract Simulator to provide resources and education for cataract patients.
- Designed and developed an online eye doctor directory to compete with competitors and boost online presence. The platform was completely automated for participating partners.
- Established UI, UX, and SEO oversight and best practices for all omni-channel campaigns.

MMI AGENCY | Multimedia Developer
Houston, TX

Oct 2000 – Nov 2001

- Designed and developed client web sites, email blasts, paid website banner ads and introductory 2D animations.
- Collaborated with various departments to develop interactive marketing collateral.
- Produced digital presentations for Air Liquide, and Schlumberger’s new product shown at the 2001 Offshore Technology Conference in Houston.
- Worked with the Gleannloch Farms community developers to develop their first website and create online marketing collateral for brand awareness.

AWARDS & LEADERSHIP

AWARDS: *Healthcare Marketing Report Annual Healthcare Advertising Awards:*

Gold Winner: Wright Eye Center | Website Design
Gold Winner: Katzen Eye Care | Special Video Productions

Leadership: First Ward Civic Council | Vice President
Washington Avenue Arts District | Marketing Consultant

EDUCATION

Vanderbilt University Prompt Engineering for ChatGPT Certification

Market Motive SEO Practitioner Certification

Houston Community College Houston, TX | AAS Associate of Applied Science – Multimedia Specialization

Blinn College Brenham, TX