

Jonathan M. Ames

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EXPERT MARKETING STRATEGIST, CREATOR & LEADER

Creates competitive advantages for companies through strategic planning, marketing communications, and marketing tech. Success in startups and building new marketing departments. Deep experience in B2B Tech, SaaS, and Medical industries. Strategies & content that have lifted company revenues by tens of millions of dollars.

STRATEGIC MARKETING

Strategic Planning

Brand Development

Mentoring & Management

Customer Journey Mapping

Project Management

Market Research

Data Analysis

CONTENT MARKETING

Copywriting

Creative Direction & Design

B2B, B2C, DTC Advertising

Online Video

Podcasts

Sales Enablement Content

Printed Collateral & Ads

MARKETING TECH

CRM

Marketing Automation

Email Marketing

SEO (Bruce Clay certified)

SEM/PPC (AdWords certified)

Website Development

Social Media Marketing

PROFESSIONAL EXPERIENCE

Head of Marketing

Zangerine (B2B SaaS)

2019 to current

Leads marketing at the #1 software for small & mid-sized distributors & wholesalers. Determines the market through market surveys. Positions the brand through competitive research. Implemented CRM & marketing automation to improve engagement, lower CPA and determine ROAS. Develops marketing and sales funnels to track & improve conversion rates. B2B content creator and brand storyteller through videos, articles, podcasts, ads, email sequences and landing pages.

- Increased web traffic by more than 11x
- Increased SQL leads by 163%
- Increased sales by 4x

Marketing Director Consultant

Amescreative Consulting (B2B & B2C Clients) 2016 to 2019

Created and executed marketing strategy for small and mid-sized companies in California and Idaho. Created SEO optimized video and written content. Website UX & UI design. Market research, and sales enablement. Organic social media strategy & content.

Marketing Director

KPI healthcare (B2B Medical Device)

2010 to 2016

Strategically reinvented the KPI brand based on content marketing across several large product lines. Opened new markets by finding new distribution channels, nurturing partnerships and empowering inside-sales. Created new lead generation channels (both national and international) and optimized channel and digital sales funnels. Implemented marketing analytics and reporting, a CRM, marketing automation, email marketing, e-commerce, SEO, PPC, and Social media marketing. Directed dozens of product, brand, and training videos. Directed an international tradeshow and event-marketing schedule with ROI tracking. Scaled the marketing department according to growth by hiring, mentoring, and leading interdisciplinary teams with both local and remote members.

- Drove company growth from \$17MM to \$100MM a year
- 1,303% increase in MQL (Marketing Qualified Leads)
- 1,467% increase in web traffic primarily through SEO & content marketing
- Marketing & Partner Development in Brazil, LATAM, Europe, Russia, China

PRIOR PROFESSIONAL EXPERIENCE

Marketing Director	CardioVascular Sales (B2B Medical Device)
Marketing Director	VersaDial (B2B Software & Tech)
Creative Director	Melissa Global Intelligence (B2B Software & Data)
Marketing Director Consultant	Light Touch Laser (B2C Healthcare)
Art Director	Ryser Willette (B2C Advertising)
Interactive Designer	EURO RSCG DSW partners (B2C Advertising)
Founder / Creative Director	Red Leaf (B2C Advertising)

EDUCATION

MBA, Marketing Emphasis	Baker College	2008
BA, Visual Communications	Brigham Young University	2001

LANGUAGES

English	Native
Spanish	Fluent
Portuguese (Brazilian)	Conversational