

# Jon McLoch, Digital Strategist

☎ 310.750.1970 ✉ jon@careertuners.com  
📍 Corona, CA 🌐 linkedin.com/in/jon

*I spearhead digital transformation for \$MM clients by launching innovative marketing strategies & promoting business networks.*

## Digital Transformation ♦ Content Marketing ♦ C-Level Relationship Management

- ♦ **Leads forward-moving business technology solutions:** Secured \$100K in revenue by introducing and launching a revolutionized POS system. Partnered with industry leaders and presented prototype at C-level seminars and workshops.
- ♦ **Promotes brands through content marketing:** Spearheaded a \$150K marketing campaign for a startup dish network project. Designed advertising strategies for market penetration and launched a social media and mail campaign.
- ♦ **Creates innovative digital channel strategies:** Improved business process efficiency by 7% for a \$MM client by identifying outdated tech operations. Migrated critical email and phone systems to updated platforms.

Digital Marketing Innovation  
Brand Strategy Management  
Web & App Development

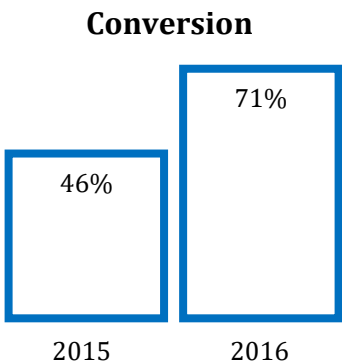
Product Development & Launch  
Business Sales Solutions  
Software Security Consulting

Strategic Client Networks  
Cross-Functional Team Leadership  
Technology Project Management

## Professional Experience

**Digital Strategist** at Northern Getaways 2015 – Present

- ♦ Reduced intake process time per customer from 10 hours to record 5 hours by assessing bottlenecks in the CRM platform, conducting a comprehensive software audit, and automating critical system funnels; saved \$500K in overhead.
- ♦ Improved operational efficiency by 80% by identifying gaps in in-house email platform, conducting cost analysis of external programs, and migrating system.
- ♦ Improved customer conversion by 42% by redefining marketing needs, collaborating with designers and developers, and creating a new company website; new user interface helped improve SEO ranking by 60%.
- ♦ Streamlined marketing operations by revamping extensive resource databases, implementing a server-based image categorization system, and crowdsourcing tagging functions; reduced image selection time from 4 hours to only 5 minutes.
- ♦ Reduced costs by \$5M by closely following competitor trends, identifying lucrative horizontal and vertical markets, and subsequently expanding marketing campaigns.
- ♦ Augmented team performance by creating an internal website for customer policy updates, introducing training modules, and collaborating with senior management to standardize sales training processes.



**Digital Strategist** at Stark Digital Agency 2014– 2016

- ♦ Contracted record \$1.7M in revenue within just a year by testing and directing marketing strategies, sourcing key technology solutions, and supervising designers and developers for major client projects.
- ♦ Secured \$180K from conferences by networking, writing targeted proposals, and identifying referral opportunities.
- ♦ Managed a \$150K project marketing budget; initiated envelope and postcard mailing strategies, launched AdWords campaign for new market outreach, and provided graphic design support. Led 30 projects with budgets up to \$250K.
- ♦ Increased operational efficiency by 30% by identifying structural gaps in complex resource databases, implementing software solutions to eliminate error, and assisting managers in effectively reducing data tracking hours.
- ♦ Saved \$500K for a major client by identifying outdated tech processes, preparing an in-depth system revamp proposal, and facilitating email migration and website upgrade operations.
- ♦ Reduced inefficiency in marketing campaigns by introducing a cost-effective CRM platform, creating lead intake processes, and using applications to foresee and eliminate customer qualification errors.

## Digital Operations Director

at Westeros Wallet

2011– 2016

- ♦ Designed and introduced an innovative point-of-sale system using biometrics; conducted extensive research, networked with industry experts, and produced a palm-scanning product for transparent and rapid payments.
- ♦ Successfully launched product by marketing a prototype at 30+ trade shows, workshops, and C-level seminars; developing global resource partnerships; and sourcing important technology solutions for software development teams.
- ♦ Key project partners included Velcro, SFP, BDW, and Vaqri.
- ♦ Presented on innovations in the payment industry at the WET convention to an audience of 200+ investors and C-level executives; Fortune 500 companies including Essos Express, Greenisa, Cersie Card & VERYS.
- ♦ Won a \$5K grant from the Dothraki Foundation for providing innovative financial solutions.

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## Additional Projects

- ♦ Executed strategic business roadmaps across horizontal and vertical markets by providing customized technology solutions and security support for key client projects across Essos, Mereen, etc.
- ♦ **Food Bank Anti-Fraud Platform:** Ensured transparency and accountability in Food Bank pantries by registering a customer palm vein system to track and prevent “double dipping.”
- ♦ **Events Platform:** Facilitated safe payment methods for events by replacing cash payments with a palm scanning system.
- ♦ Other major projects included physical access control management system, time attendance standalone unit, ATM hand scanners, and custom taxi cab payment system for Galaxy Skyways.

### 2011 – 2013:

Worked as an Investment Advisor at firms including *Tyrell Asset Management* and *The Great Bank of the North*. Managed \$20M for high-net-worth clients by proactively engaging with leads, providing support, and developing investment strategies and debt forecasts based on client finances. Maintained a high closing rate with \$20K in premiums per month by conducting strategic sales outreach campaigns.

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## Education

### BA Computer Science & Economics

R. University

2011

**Tools & Software:** WordPress, Drupal, Meteor, Ionic, Android, iOS, Swift, Objective C, UI & UX, Adwords, Linux, Adobe Suite (Photoshop, Lightroom, Illustrator & Premiere Pro), Microsoft Suite (Excel, VBA Macros), Filemaker CRM, Podio&SalesForce

**Languages:** HTML, PHP, Java, MySQL & C++

**Memberships:** Toastmasters Club Member, Smile for Charity Board Member

## Rationale

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**Challenge:** Jon had a lot of entrepreneurial experience, and as a result, employers viewed him as a Jack-of-all-trades rather than a specialized professional. This was because his older resume was scattered and did not showcase Jon's natural problem-solving skills.

**Action:** After researching the top qualities employers look for in digital consultants, I took Jon through his career history and found a wealth of hard, quantified accomplishments. I highlighted these and his project management skills, partnership development skills, and his tendency to save the companies he was working for a significant amount of money.

I chose to underscore headings throughout his resume with a neutral, simple blue line. The graph I created is consistent with this look. I also avoided heavy-handed formatting and self-descriptors. This look makes Jon seem loyal and conservative.

**Result:** Jon hadn't realized how much he had accomplished until his resume was presented in this format. In his words, "I have to say I'm absolutely floored with what you did with my resume. Incredible job."

# Jon Snow

Corona, CA  
310.750.1970,  
Linkedin.com/in/jon  
jon@careertuners.com

This is the draft Jon was  
previously using to apply for jobs.

## Objective

- Self-starter seeking a challenging project management position at a company where I can apply my dynamic leadership ability to deliver strong results.

## Professional Summary

I have been an innovator and entrepreneur in all aspects of my life since I was young. My first major venture into the startup world because when I co-founded Biyo, a biometric payment solution.

I have since been interviewed on national and international media outlets and references by more than 100 technology news sites.

I am active in the technology startup community and have consulted other entrepreneurs using my experience to provide value to new business owners.

My main strengths are improving operational efficiency and managing complex projects, especially in technology where my passion lies.

## Work Experience

### **STARK DIGITAL AGENCY**

**2014-Present**

*Project Manager, Operational Strategy Consulting*

- Primary leadership force of project management strategy implementation, organization, and execution
- Consulted and sourced all technology solutions to support organic growth of the organization.
- Facilitated hiring, structure, and growth of marketing and development teams across more than 30 projects with marketing budgets up to \$250,000.
- Streamlined client relationships, human resources, and administration to fine-tune project delivery experience
- Directed strategies, proposals, and research for clients based on quantifiable marketing objectives
- Consulted businesses and helped implement changes to improve operational efficiency
  - Reduced expenses by up to \$3 Million

### **Westeros Wallet (formerly GHOST)**

**2011-2015**

*Director of Operations*

- Founded, envisioned, and developed disruptive payment innovations company from the ground up
- Facilitated the hiring, organization and development of sales and software development teams across technology projects
- Consulted and sourced all technology solutions to support organic growth of the company. Software solutions include project management systems and workflows, support ticket system, bookkeeping and payroll, project tracking and reporting, email and document sharing, an development version control
- Created and executed strategic business and financial roadmaps across horizontal and vertical markets.
- Attended and presented biometric solutions at 30+ trade shows, workshops, and c-level executive seminars in the industry
- Spearheaded prototyping of custom solutions for corporations ranging from physical access control to time attendance
- Established strong strategic partnerships with companies across different parts of the world such as Company A, B, C, and other national companies from regions such as Dorne, Essos, etc.
- Awarded grant by the Dothraki foundation to present payment solutions for emerging markets at the Kingslanding E-Transactions Conference.

#### **Tyrell Asset Management Inc.**

**2011- 2013**

*Investment Adviser*

- Acquired and managed more than \$20 million in assets for high net worth clients while providing sales support and personal finance consulting
- Travelled and conducted retirement planning and wealth management seminars at community centers, universities, and conferences across the country
- Developed investment strategies in line with cash flow and debt forecasts based on client finances
- Engaged with leads through cold calling, warm network referrals, and financial workshops to establish client base.
- Received Life and Health Insurance, Series 7, and Series 66 licenses within first 6 months and became top producer among first year advisers, selling \$20k in premiums in a single month.

#### **The Great Bank of the North**

**2009- 2010**

*Brand Marketing Group Assistant*

- Assessed magazine and web publishers' marketing campaign proposals based on individual product targets
- Proactively revised department workflow to reduce manual labor, freeing up to 20 hours per week via advanced Excel macros
- Developed and presented innovative new product ideas with consumer electronics portfolio

### **Technical Skills & Certifications**

- **Operating Systems** – Highly proficient in all mainstream operating systems as well as Linux, Android, and iOS.
- **Software** – Office Macros (VBA), Adobe CC Suite (Photoshop, Illustrator, Dreamweaver), Teamwork PM, Basecamp
- **Certifications** – Series 7 and 66 Securities License, Life and Health Insurance (Nov 2011)

## **Education**

### **R. University, BA**

Double Major: Computer Science & Economics

**(Sep 2007 – May 2011)**

### **Relevant Coursework:**

Principles of Information and Data Management, Labor Economics, Statistics, Calculus III, Internet Technology, Software Methodology, Computer Architecture, Econometrics.

## **Misc. & Extracurricular**

- NJ Seeds Alumni 2003
- Smile for Charity Board Member
- Toastmasters Club Member
- Dothraki Payments Innovation Award