

| Lon Dugan | Marketing Leader |

| Sylvania OH | <https://linkedin.com/in/lonndugan> | lonndugan@gmail.com | 419.764.9649 |

Analytical, strategic marketing leader works in disciplines from opportunity analysis to channel segmentation, identity, brand, message, production, delivery & service. Has led project, branding & marketing teams in corporate positions as well as startups in traditional, entrepreneurial & digital landscapes.

PROFESSIONAL EXPERIENCE

BIG MARKETING SOLUTIONS, Sylvania, OH (Marketing Consultant) 2014 – Present

Digital Marketing Services / Consultant / WordPress Website Design & SEO / PPC / Local Search

- Consistently ranks search engine optimization (SEO) clients on page one #1 at Google
- Develops Social Media pages for clients across LinkedIn, Facebook, Twitter & more
- Serves clients from local Painting Contractor to Global Solar Power Engineering Company
- Manages dedicated web and email servers, WordPress hosting services, email services
- Developed social media Tech & Talent Portal on WordPress for the University of Toledo
- Developed online Digital Photography School with freemium and social media model

MIDWEST MORTGAGE INVESTMENTS, Toledo OH (Mortgage Bank) 2012 – 2014

Mortgage Marketing Manager / Mortgage Loan Officer

- Designed and launched new Website, performed SEO, managed AdWords & Salesforce CRM
- Launched SEO/AdWords campaign, improved lead generation 500% over phone book ads
- Designed presentations, image collateral, marketing collateral, implemented content strategy

BUCKEYE CABLESYSTEM, Toledo OH (Telecommunications) 2007 – 2011

Product Development Manager

- Led cross functional teams from all business units as Project Manager & Task Team Leader
- Chaired teams of CEO, Vice Presidents, Directors, Senior Managers & Subject Matter Experts
- Drafted Social Media Strategy, Implemented Monitoring, Led Social Media launch
- Provided project management for Voicemail, Mobile Voicemail, Cell Phone & Set Top Box
- Launched Three Screen Real Estate Ad Network with TV, Internet Video & Mobile App
- Created / executed television and digital marketing strategy, startup plan, launch
- Hired / trained staff, supervised programmers, established & managed key partnerships
- Wrote TV ad scripts, supervised video shoots & edits, performed voice and on-camera talent

RE/MAX INTERNATIONAL, Toledo OH (Real Estate Sales) 2003 - 2007

Real Estate Marketing & Sales Team Leader

- Increased web traffic 200% and lead generation by 400% with SEO and copy writing skills

LUCAS PRODUCTS CORP, Toledo OH (Manufacturing) 1988 – 1998

Principal: Health and Beauty Products Market Leader

- Created global niche market leadership, managed advertising, PR, new product launches
- Managed trade shows increasing trade show sales 2000% with off peak pricing strategy
- Created Web Portal for entire industry, wrote trade magazine articles & certification classes
- Created Preferred Distributor Program, improved distributor and trade relations

EDUCATION

University of Toledo: Master of Liberal Studies: Concentration in Marketing Communications

University of Toledo: Bachelor's Degree, Applied Organizational Technology, Concentration in Digital Marketing

University of Toledo: Associate Degree, Marketing and Sales Technology

PRIOR WORK: NOTABLE ACCOMPLISHMENTS

- Managed global marketing, SEO, copy & content strategies to overcome competition rank on Google
 - Routinely accomplished market leading position for brands, products, & companies
 - Created and defended intellectual property, copy, content for brands and trademarks
 - Led Consumer Health and Beauty Products manufacturer of injection molded plastics
 - Created and launched profitable line extensions, new products, new brands, & new categories
 - Extended aging product line at 15% price premium without increasing costs
 - Improved margins by 25% through innovative advertising and pricing
 - Represented industry in federal hearings, state legislature, and agency rules promulgation
 - Managed identity, brands, value propositions, positioning statements, visual images, collateral
 - Accomplished 70% domestic market share & growing global market share in health and beauty
 - Created number one ranked business community Web Portal for emerging industry
 - Wrote and presented certificate courses & professional state licensure training at conferences
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BUSINESS SKILLS

- Communication, Listening, Verbal, Written, Visual, Email, Social Media, Multimedia
 - Market Research, Data Analysis, Strategic Planning, Budgeting, Forecasting, Monitoring
 - Business Plans, Marketing Plans, Establishing KPI's, Creating KPI Metrics Dashboards & Reports
 - Integrated Marketing Communications, Advertising, Public Relations, Public Speaking, Report Writing
 - Creative Direction, Script Writing, Video Production, Email Marketing, Desktop Publishing
 - General Management, Operations, Products, Brands, Startups, Launches, Brand Evangelism, Pricing,
 - Team Building, Implementation of Workforce Collaboration Tools, Social Media Policy Formulation
 - Management of Strategic Pricing, Promotion, Distribution Channels, Supply Chains, Data Warehouses
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COMPUTER SKILLS

- Microsoft Office Suite, Word, Excel, Access, PowerPoint, Publisher, Outlook
 - Adobe Creative Suite, Photoshop; Illustrator, Dreamweaver; Fireworks, Flash, Premiere
 - Network Server Administration, Remote Dedicated Server Administration, cPanel
 - Digital Graphic Design, Digital Video Editing, Email Campaigns
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INTERNET SKILLS

- Search Engine Optimization (SEO) & Pay Per Click (PPC) Search Engine Marketing (SEM),
 - Web design, WordPress Website Design, WordPress Development WordPress Page Design, Blogging
 - Management of Content, Social Media, Engagement, Lead Generation, Email Campaigns, Conversion
 - Google Search Console, Analytics, & AdWords, SEMrush, Ahrefs, Wincher, SerpStat, SE Ranking, more
 - CMS WordPress / Joomla Administration, Theme Customization, Plugin Configuration,
 - Web / Mail / Streaming Media Server Administration: cPanel, Plesk, other control panels
 - Web Applications Configuration, Customization, Editing HTML, CSS, JavaScript, PHP, MySQL
 - Digital Marketing, Ecommerce Development, Webmaster Service, Interactive & Streaming Media
 - Rapid Web Site Design & Launch, Email Marketing, Drip Campaigns, Automated Marketing, Salesforce,
 - Website ADA Compliance Review, Testing, Improvement, Tenon, Digital Media Management
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SOCIAL MEDIA SKILLS

- Social Media Content Strategy, Reputation Management, Engagement / Community Management
 - Created Company Pages, Managed Content, Added Applications for Lead Capture For LinkedIn, Facebook, Twitter, Blogger, WordPress, YouTube, Google+, Instagram, other social media platforms
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References:

Steve Piller: Former Supervisor | Sylvania Ohio | 419-356-5765 | spiller@bex.net
Mark Ghosh: WordPress Foundation, Former Marketing Project Team Member | Westlake Ohio | 419-461-3465 | Mark@wltc.net
Paul Hem: Former Colleague | Sylvania Ohio | [419-862-5252](tel:419-862-5252) | paulhem@paulhem.com

Linked In Testimonials & References ~ See <http://www.Linkedin.com/in/lonndugan>

1. Product Development Manager

Buckeye CableSystem



[Denton Parson](#)

Vice President - Telesystem Commercial Business Unit: Lonn is a passionate business leader who is an entrepreneur at heart. While working with Lonn on product development activities he kept the team moving forward while maintaining our core principles. His attributes include the ability understand new market opportunities as they are developing, a natural ability to ask hard questions at the right time and a desire to...more

October 18, 2011, Denton managed Lonn indirectly at Buckeye CableSystem



[Mark Ghosh \(Madhujit\)](#)

IT Manager, Website Development - Sherwin Williams: I had the pleasure of working with Lonn on a variety of technical projects. Lonn is a determined, organized and professional project leader and paid close attention to identifying the results to be achieved. He found it easy to keep track of the technical details and was not shy in providing necessary feedback and suggestions as he saw fit.

September 23, 2011, Mark worked with Lonn at Buckeye CableSystem



[Steve Piller](#)

VP of Advertising and Local Stations at Buckeye CableSystem: Lonn is one of the brightest people I know, he is well organized and results driven. He can master highly complex technical projects that require skills from multiple disciplines. In addition, he has outstanding communication skills. He worked on some very large projects for me, and was able to deliver outstanding results well under budget.

September 22, 2011, Steve managed Lonn at Buckeye CableSystem



[Brad Mefferd](#)

President and GM, Buckeye Cablesystem: Lonn is a creative thinker who is well versed in social media concepts and applications, as well as web applications. He embraces new technologies.

September 18, 2011, Brad managed Lonn at Buckeye CableSystem



Paul Hem

Social Media Manager at The (Toledo) Blade: Lonn finds a new idea, studies, researches, discusses, and implements in a way that supports and enhances his customers' corporate visions and cultures.

Don't miss an opportunity to work with Lonn. He is launching exciting new products with new ways of engaging your customers and prospects.

June 25, 2011, Paul was with another company when working with Lonn at Buckeye CableSystem

2. Real Estate Advertising Manager

Midwest Mortgage Investments



Judith Pokorny

Real Estate Consultant & Investor: Lonn is a can do guy. He gives 110% with everything he does. As a Loan Officer he understands the needs of real estate agents, as he was one himself. Lonn handles all types of loans and if its possible to finance a deal, he will get it done.

October 17, 2014, Judith was with another company when working with Lonn at Midwest Mortgage Investments



Kathy Kuyoth

Broker/Co-Owner at Re/Max Preferred Associates: I had the pleasure of working with Lonn for several years in different capacities. He has always been Professional and Personable. Lonn has always provided and delivered the services he promised. Our Realtors enjoyed working with him Lonn is very respected by all who know him and is always welcome in our offices.

April 18, 2011, Kathy was Lonn's client



Char Winckowski

Realtor at Re/Max Central Group. Lonn is a hard worker who has great marketing skills.

January 21, 2011, Char worked with Lonn at Buckeye CableSystem

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[John Mangas](#)

Broker/Co-Owner at RE/MAX Preferred

Working with Lonn has been a positive interaction for my company and my agents. His creativity and follow through is second to none! John Mangas January 19, 2011, John was Lonn's client



[Cindy Young](#)

Owner of Joanas, LLC. We are real estate investors. We buy and rehab, wholesale and lease option properties. Lonn has the professionalism and tenacity to not only grow his business, but retain clients. He is very creative, and makes sure he is keeping up with current trends that will put him, and any business he works with, front and center in the highly competitive world of real estate.

January 13, 2011, Cindy was with another company when working with Lonn at Buckeye CableSystem



[Phyllis Ritter](#)

Realtor at Welles Bowen Realtors: Lonn was very helpful to all my agents with a program to help them with the technology it takes for today's real estate. He is very attentive to their needs, and made sure they felt as though they walked away with as much knowledge as he had. I would work with Lonn any day of the week.....he's good!

January 13, 2011, Phyllis was Lonn's client



[Leslie A. Sherman](#)

Executive Assistant - Lonn is a detail-oriented manager who was very nice to work for. I had the pleasure of working for him part-time on a short basis, but he taught me a lot about the real estate market in that very short time that I didn't learn in five years of being a Realtor myself. I recommend Lonn for any high-tech business venture that he may pursue, and you won't be disappointed with...more

April 7, 2011, Leslie A. reported to Lonn at RE/MAX Masters



[Dawn Nofziger, MBA](#)

Operations Management: Lonn is wonderful to work with and not only is he very knowledgeable, he is professional.

January 11, 2011, Dawn worked with Lonn at RE/MAX Masters