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# jonathanc Clark

## Objective

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To obtain a leadership position where I can use my energy and skills to develop, motivate, lead and encourage employee productivity while incorporating demonstrated skills in digital marketing, administration, reporting, technology and sales to meet and exceed company goals.

## Experience

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[2015-Present] NBCUniversal, Inc. New York, NY

Director of Audience Development, TV Everywhere

- Executed award-winning consumer marketing campaign resulting in 19% lift year over year mobile app downloads and 15% year over year lift in TVE video consumption
- Develop and implement strategies for both paid advertising and unpaid partnerships and media swaps to drive consumer awareness, download and usage of NBCU TV Everywhere (TVE) platforms across NBC's 13 brands
- Worked with connected device partners Roku, Apple, Amazon and Samsung to devise on-device marketing strategies to acquire, retain and engage the NBC brand's users.
- Manage relationships with media vendors & marketing agencies and provide media performance reports to VP of Marketing
- Improve customer acquisition process by setting testing strategy and conversion improvement targets

[2010-2015] Razorfish New York, NY

Director, SEO

- Own client relationships at the highest level and provide strategic oversight on all clients including strategic planning, developing campaign roadmap, assisting with business development, presenting clients with new opportunities, advancements in search, etc
- Responsible for delivering on-going timely thought-capital and POVs in collaboration with Group Search Director and VP Social Media
- Acts as a spokesperson for Razorfish at industry events and/or with the press

Staffing and Talent Development:

- Manages National SEO team across eight US offices
- Partners with Group Search Director to manage staffing: team utilization, rotation opportunities, promotions and retention
- Facilitates internal training programs on search/social landscape and best practices within cross-functional teams

Business Development

- Acts as point of contact and strategic lead for BD SEO consulting. Partners with National BD Leads for support and scoping.
- Act as the point of contact for existing client account growth opportunities

Associate Director, SEO

- Providing long-term strategy for Enterprise SEO engagements through prioritization of recommendations based on ease, benefit and readiness
- Creation of client framework for SEO and Agile development integration
- Creation and management of Razorfish search department's Twitter committee

Senior Manager, SEO

- Responsible for driving integrated paid search and SEO strategy to increase client's share of voice online while focusing on ROI results.
- Develop, recommend, and execute proposal, account, & campaign strategy including pre-sales engagement and proposal development leveraging cross-team collaboration where possible.

