
Jon Levangie

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Summary:

Highly motivated and goal oriented marketing professional with extensive experience in SaaS/Cloud computing strategy, including corporate identity, cross-channel marketing, project management, and branding. Proven accomplishment in developing practical solutions to solve business issues and meet corporate goals. Exceptional track record demonstrating strong analytical and problem-solving skills.

Capabilities:

Advertising	Brand Management	Campaign Planning	Crisis Communication
Customer Relations	Email Campaigns	Intranet Management	Market Research
Merchandising	Product Marketing	Project Management	Promotions
Public Relations	Research Analysis	Registration/Trademark	SEM/SEO
Strategic Planning	Tradeshows Execution	Webinars	Website Management

Proficiencies:

Adobe Acrobat	Adobe Captivate	Adobe Dreamweaver	Adobe Flash
Adobe Illustrator	Adobe Photoshop	Adobe Premiere	Camtasia
Constant Contact	Google Analytics	HTML / CSS	Microsoft Excel
Microsoft Outlook	Microsoft PowerPoint	Microsoft Word	Omniure
Quark Xpress	Salesforce	WebEx	WebTrends

Employment:

Quantifinity LLC – Lexington, Massachusetts

(06/1989 – Present)

Principal

Creative and accomplished marketing strategy professional with extensive experience in marketing communications, brand strategy, and design. Collaborated with marketing, product development, and sales managers on all branding and marketing communications projects, including ad campaigns, website, media planning, and retail programs and events. Responsibilities include industry research and analysis, understanding customer trends to drive marketing solution and product strategy.

- Seasoned marketing professional experienced in all marketing communications including branding, public relations, advertising, white papers, tradeshows, seminars and events collateral materials, and website design and content.
 - Collaborate with entire organization to create and execute cross-channel marketing campaigns.
 - Provide creative vision and concept design for online/internet clients, while meeting strict deadline and turnaround schedules.
 - Delivered quality leads from cross-channel campaigns including tradeshows, webcasts, e-marketing, newsletters, and direct mail.
 - Proven track record of delivering effective results through the use of advanced search engine optimization techniques.
 - Create and execute marketing strategy specific to the SaaS/Cloud computing market.
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eWebHealth Inc. (formerly ChartOne Inc.) – Reading, Massachusetts

(02/2009 – 03/2010)

Marketing Manager

Developed integrated marketing strategies/campaigns for all company products that promote the eWebHealth brand, utilizing innovative and effective marketing programs to achieve business objectives. Examined email performance in the broader context of lead generation and alongside other analysis tools such as web analytics. Actively participated with executive management to develop global marketing plans and flawless execution of plan(s) to build market awareness, product adoption, and revenue growth.

- Developed marketing content and programs that utilized the internet and corporate website as a tool to drive lead generation.
- Evangelized strategy for delivering the tools necessary for SaaS/cloud computing of electronic health records (EHR).
- Designed, implemented, and maintained comprehensive SEO recommendations including detailed search behavior and code optimization/analysis as well as linking strategy.
- Working directly with executive leadership, acted as company spokesperson to customers, sales, and internal and external partners.
- Lead a team of associates in developing and marketing several new product lines.
- Developed, analyzed, and tracked metrics and success criteria for all marketing programs and activities.

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Wrightsoft Corporation – Lexington, Massachusetts

(05/2008 – 01/2009)

Senior Marketing Manager

Responsible for generating all written content and graphics to support brand equity. Assumed Product Management duties and the creation of “Carrier Product Showroom” module included within Wrightsoft suite of software tools. Developed PR strategy to support branding and generate press releases. Improved SEO rankings. Regularly met with and conducted product feedback discussions with clients and prospects. Devised advertising strategy, direction, schedule, and budget in support of company goals.

- Extensive brand design and strategy experience, with demonstrated ability to structure approaches to complex brand customization issues.
- Designed and executed lead generation activities via mail, fax, and email.
- Managed website for both content and video in order to drive sales and marketing activity.
- Participated in trade shows and other strategic activities designed to build brand awareness, generate leads and advance cooperative marketing partnerships and business development opportunities.

ChartOne Inc. - Burlington, Massachusetts

(04/2007 – 05/2008)

Web / Online Communications Manager

Managed marketing, corporate communications, public relations, web based marketing communications, and national tradeshow implementation and design. Ensured design and timely execution of high-volume email calendar. Analyzed market position as compared to competitors.

- Executed lead role in the support, development, and execution of marketing programs to achieve business objectives.
- Developed PR strategy to support branding and generate press releases.
- Strategized corporate branding and marketing for regional and national conferences and conventions.
- Worked with contract designers and other external personnel to create visually compelling displays and promotions to support both corporate and product brands.

Interactive Constructs, Inc. - Medford, Massachusetts

(11/1997 – 08/2006)

Art Director / Communications Coordinator

Accountable for all manner of front-end web design and architecture through the use of HTML, CSS, JavaScript and Flash. Managed UI design and architecture on “Lycea”, ICI's comprehensive set of tools for constructing, deploying, and managing custom e-learning applications. Developed and maintained release documentation and conducted training for the sales and services teams on new features. Assisted with Quality Assurance Control to guide a number of successful client product deliveries.

- Extensive knowledge of software development lifecycle with proven track record of delivering projects on time and on budget.
- Developed and managed a wide range of online and print advertising in leading industry publications.
- Organized and executed corporate identity, product branding, brochures, and white papers for industry tradeshow.
- Actively led and participated on project teams, collaborating with team members to develop marketing and communication strategies.

Education:

Boston College - Chestnut Hill, Massachusetts

(09/2006 – 08/2008)

Earned Master of Science in Administrative Studies. Concentration in Marketing. GPA 3.96

Emerson College - Boston, Massachusetts

(01/1997 – 05/1997)

Earned Certificate in Web Production and Management

University of Massachusetts Dartmouth - N. Dartmouth, Massachusetts

(09/1985 – 06/1989)

Earned Bachelor of Fine Arts in Visual Design. GPA 3.2

Activities:

Member, American Marketing Association, Boston Chapter

Member, Boston College Alumni Association

Member, University of Massachusetts, Dartmouth Alumni Association

Member, Graphic Design Advisory Board, Middlesex Community College