

Jonathan M. Fournier

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PROFESSIONAL EXPERIENCE

43north Marketing, St. Johns, MI
Marketing Director/Web Designer

Jan 2023 – Present

- Created the 43north company website using WordPress, CSS, copywriting, and graphic design to result in over 4,000 unique users visiting the site organically in the first 12 months
- Develop highly-targeted cold email and call campaigns for website sales by building website homepages for our ideal customer achieving a 10% conversion rate and generating over \$40,000 in new business within one quarter
- Launch over 500 digital ad campaigns on Facebook & Google for clients and internal marketing efforts, tracking campaigns using Google Tag Manager, Facebook Pixel and Google Analytics
- Developed over 15 client websites while implementing SEO best practices and user-centric design principles to increase traffic and functionality on websites
- Finalized a standard operating process for web design shortening website project timelines by 50% and shortened the process for onboarding/training new web designers

Sleekfire, St. Johns, MI
Marketing Director

May 2021 – Present

- Develop Sleekfire's WordPress website, Google ad campaigns, and authored over 80 blog posts/resources leading to a 300% increase in website traffic within one year of over 7,500 new users
- Implement transparent pricing by packaging our services and showing our rates creatively on our website in way that made sense to potential clients and also helped eliminate unqualified leads
- Create articles weekly on the company website using assignment selling strategies to shorten our sales cycle by 50% and increased our closing rate of warm leads to 90%
- Implement SEO strategies by improving domain rating and using keyword research tools to increase organic traffic to Sleekfire's website from search engines by 400%
- Track marketing campaign's success by using Google Analytics, Google Search Console, and Hubspot to determine the ROI of every marketing effort

Meijer Distribution Center, Lansing, MI
Operations Coordinator

March 2020 – August 2021

- Distributed over 500 Covid 19 related materials weekly to internal employees through warehouse carriers which resulted in lowering cost by 15% because items were purchased frequently in larger quantities
- Handled purchasing agreements with over 35 suppliers by using BPOs and involving consignment orders with 4 suppliers weekly
- Developed a method to handle and track inventory-related issues by using regular touch-points with the supplier to assure the inventory was accurate

EDUCATION

Michigan State University, East Lansing, MI
College of Communication Arts and Sciences
Bachelor of Science, Advertising Management

SKILLS, ACTIVITIES, & INTERESTS

Wordpress, CSS, Javascript, *Advanced Experience* 2024
Content Marketing, *Advanced Experience* 2024
MSU AAF Cedar Banks, *Management Team Member* September 2021 - April 2022
Facebook Certified Digital Marketing Associate August 2022