

# JONATHAN SVILAR

## GET IN TOUCH

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## KEY SKILLS

Cross-functional Leadership  
Content Creation  
Branding  
Visual Design  
Web Design and CRO  
Data Analytics  
Go-To-Market Strategy

*"He's **fast, attentive, curious,** and **accountable.** His next company will be lucky to have him."*

-Hillary Read, VP Marketing

## SUMMARY OF QUALIFICATIONS

Over the last 10 years, I've built upon my marketing experience to truly become a marketing Swiss-army-knife. Hire me and I'll bring experience in professional writing, analytics, visual design, content development, and remote culture building to the table.

- 10+ years generalist and product marketing experience
- 10+ years content development experience
- 6+ years of campaign planning and execution experience
- 4+ years team management experience

## PROFESSIONAL HISTORY

### Product Marketing Manager

*TheGuarantors | July 2021 to Oct 2022*

TheGuarantors is a FinTech company dedicated to creating winning opportunities for everyone in the real estate ecosystem. I was brought on to grow our B2B presence and transitioned to Product Marketing full time.

- Collaborated cross-functionally to help lead two product launches in one quarter
- Revamped blog content resulting in 50% increase of traffic in one year
- Implemented and conducted customer interviews to drive GTM strategy
- Nurtured careers of direct reports by implementing professional development sessions
- Presented weekly all-hands to keep employees engaged with key initiatives

### Director of Marketing

*Jordan Digital Marketing | October 2018 to July 2021*

JDM is a digital marketing agency focused on paid acquisition through Google Ads, Youtube, Facebook, Instagram, LinkedIn, and Twitter, as well as SEO and content. As the company's first hire, I helped position the company as a remote-first agency, and grew the staff to 18.

- Built website resulting in an increase of traffic to 1300 sessions per month
- Produced 6 case studies to position the agency as a thought leader
- Created brand, company, and culture positioning to attract and retain talent and clients

### Senior Marketing Manager

*The Companion Group | August 2016 to Oct 2018*

The Companion Group, established in 1984, sold \$40M of home goods annually. They are best known for Charcoal Companion, a variety of grilling and smoking accessories, and Pizzacraft, a line of artisanal quality pizza ovens and stones.

- Positioned and launched three new brands with corresponding brand websites

### Marketing Manager

*3Q Digital | August 2013 to August 2016*

During my tenure 3Q Digital managed over \$400M in spend annually in paid media marketing. My efforts on the marketing team helped 3Q Digital's brand evolve from being an "SEM shop" to a full service agency. Clients include GoPro, HP, and EA.

- Published and edited over 800 branded blog posts in 3 years
- Oversaw and directed complete brand and website redesign

## EDUCATIONAL HISTORY

### University of California - Santa Barbara

*Bachelor of Arts: Philosophy and English Literature*