

# Jon D. Mensing

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## Web Developer and Online Marketing Professional

Seasoned web developer with extensive front and back-end experience completing mobile-friendly and easily managed web sites. WordPress engineer with considerable knowledge gained while building custom themes and plugins on numerous projects. Veteran online marketer with over 15 years of experience managing search, email and database marketing campaigns for B-to-B and B-to-C advertisers.

### Primary Skills

#### Web Development

- WordPress custom theme and plugin development, with an emphasis on functionality and ease of use for content managers.
- Semantic HTML5 and CSS3 author experienced with multiple popular frameworks: Skeleton, Bootstrap and Foundation
- Mid-level PHP author, working toward Zend ZCE certification
- E-Commerce developer experienced with multiple platforms: Big Commerce, Magento & X-Cart; PCI compliance manager.
- Experienced JS & jQuery author
- Knowledgeable LAMP server admin, DNS manager and security technician.

#### Online Marketing

- SEO strategy, execution, reporting and analysis
- SEM campaign planning, ad creation, optimization, and reporting
- Certified landing page optimization and testing professional (MECLabs)
- E-mail marketing design, coding, delivery and reporting

### Professional Experience

Atomic Design & Consulting

2013 to Present

*Developer, Code Kahuna*

- Lead developer producing custom WordPress themes and plugins while managing multiple concurrent projects.
- Provide guidance and training to junior team members in HTML 5, CSS3, PHP, Javascript/jQuery and email development.
- Serve as Tier 2 support as needed, assisting internal support team with various challenges such as DNS/domain management, WordPress, Joomla, Big Commerce and ASP.net problem-solving.
- Work closely with SEO and social teams to implement campaign requirements for all agency clients across multiple CMS platforms.

Search Marketing Solutions

2011 to Present

*Owner*

- Reduced average cost-per-lead for a residential services client by 80% over previous marketing programs
- Increased B-to-B e-commerce client's search revenue by 208%
- Developed strategy and tactics for all client SEO and SEM campaigns
- Designed, wrote and coded landing pages for multiple SEM clients
- Directed staff in specific methods for execution of client campaigns
- Provided technical consulting and e-commerce services to clients

**MultiChannel Marketing Group**

2009 to 2011

*Vice President, Interactive Marketing Services*

- Designed and executed SEM campaigns for a consumer catalog client which returned 400% of ad spend
- Designed and developed corporate lead-generation site for data sales division
- Generated multiple first page results producing quick results for SEO clients
- Developed and launched multiple client websites
- Coordinated internal and external resources in executing client marketing programs

**AllMedia, Inc.**

2008 to 2009

*Director of Marketing*

- Developed e-mail marketing campaigns to promote managed data properties, including design, copywriting, coding, delivery and reporting
- Designed and developed multi-channel direct marketing campaigns for brokerage services division
- Developed new artwork, materials and literature for company's booth when exhibiting at various tradeshow and conferences
- Created annual marketing plan for managed data property clients

**AllMedia, Inc.**

2000 to 2008

*Account Executive, Head of Interactive Services*

- Pioneered interactive media and creative services at offline media agency
- Increased revenue from online services to 40% of team billings
- Created and executed media plans for interactive clients
- Negotiated contract pricing and terms on behalf of clients
- Developed inbox delivery diagnostic tools for e-mail marketing clients; increased campaign deliverability with reduced spam or junk labeling
- Managed successful e-mail, online and database marketing campaigns for clients: Xerox, Microsoft, Sprint, Wells Fargo, Blue Shield (multiple states), Network Solutions

**AllMedia, Inc.**

1998 to 2000

*Account Services*

- Coordinated multiple vendors, verified fulfillment accuracy, created campaign status reports, brokered list and database marketing purchases for multiple clients

**Creative Screen Wear**

1992 to 1998

*Production Manager*

- Responsible for all aspects of pre-press, production, quality control and shipping
- Directed transition of pre-press operations from manual layout, typeset and film to fully computerized graphic department
- Assumed primary graphic art duties with departure of full-time artist. Produced final artwork from client design and sales concept, incorporating original design work and client supplied images as required

**Silverwing Productions**

1987 to 1992

*Assistant Production Manager*

- Coordinated sales, production and shipping staff to meet job scheduling requirements
- Supervised pre-press department and production staff across multiple shifts in an 8 press textile printing environment