

Jon Eric Olson

DESIGNER, MARKETER & STRATEGIST

Emphasis on strategy, innovation, and quality

12075 Chancery Station Circle
Reston, VA 20190
(703) 796-0345
eric.olson@conceptdimensions.com

QUICK PROFILE

- **Well-rounded experience in marketing and design**
- **Seasoned leader and manager**
- **Award-winning design, writing, and conceptual skills**
- **At ease with clients, effective and enthusiastic presenter**
- **Flexible team player, enjoys collaboration**

EXPERIENCE HIGHLIGHTS:

MARKETING STRATEGY

- ◆ Created marketing culture, completed extensive overhaul of national corporate branding and messaging platform, including educational "infosite", interactive online videos, interface for rich media enewsletter seen by over 12,000 industry executives three times a week, and blend of online and offline media.
- ◆ Conceived and managed new food product introduction into Los Angeles GMSA. \$750,000 integrated media campaign used TV, radio, print, packaging, product demos and PR to achieve 90% market penetration in 8 weeks. Creative work won the locally-prestigious Belding Award.

PRODUCT DEVELOPMENT / DESIGN

- ◆ Designed the key technology for the Sensa pen. Product won IDSA Product of the Year Award.
- ◆ Designed a national signage program for Mobil Oil. Co-designed signage for National Park Service.
- ◆ Developed HBA products for several manufacturers, involving concept, packaging and print ads.

WEB PRODUCTION / INFORMATION ARCHITECTURE

- ◆ Managed major project to revamp information architecture, build public infosite, and develop user-friendly graphical user interface (GUI) for secure \$3 million private database-driven "infomediary" network.
- ◆ Co-produced 100+ page Web site for Oakland International Airport. IA contribution included site mapping, development of user personas, and navigation UI, collaboration with cross-functional team on interactive user interfaces, site look and feel, supervision of charting and page schematics.
- ◆ Produced Web site for software services firm. Extensive collaboration with CEO to define objectives and positioning. Led graphic design and production teams. Managed project and handled site IA.

MARKETING ADVISORY SERVICES

- ◆ Directed marketing of line of architectural products. Increased sales by 500% in 6 months.
- ◆ As consultant, reversed declining sales pattern for manufacture, and in 3 years annual sales improved 225%.
- ◆ Developed trade show exhibit and innovative catalog which boosted sales 50%+ in first year.

DIRECT MARKETING

- ◆ Co-developed direct mail campaign for IBM. Phone-in response exceeded 18%.
- ◆ Developed innovative 250-page catalog for architectural product maker. Boosted sales more than 50%.
- ◆ Produced unique brochure/catalog for pool manufacturer which was reissued annually for 15 years.

MULTIMEDIA PRODUCTION

- ◆ Produced day-long multimedia sales presentation for 400 salespeople for Vivitar.
- ◆ Produced and directed complex multimedia presentation for Nakamichi America at Consumer Electronics Show.
- ◆ Managed A-V creative agency, co-directed multi-media productions for AT&T and Hughes Helicopters.

WEB SITE

<http://www.jonspace.net>

Jon Eric Olson

DESIGNER, MARKETER & STRATEGIST

Emphasis on strategy, innovation, and quality

12075 Chancery Station Circle
Reston, VA 20190
(703) 796-0345
eric.olson@conceptdimensions.com

PRINCIPAL POSITIONS

1999-2004

ChainDrugStore.net, Alexandria, Virginia

(January 2003 - July 2004)

Director of Marketing

ChainDrugStore.net is an industry-leading proprietary infomediary network, the first to connect suppliers and retailers in retail pharmacy with vital data in real time. Direction and oversight of the company's marketing policies, objectives, and initiatives. Responsible for the "face of the company" as viewed by multiple customer groups, including major pharmaceutical corporations representing over \$200 billion in annual sales in over 60 product categories, and the network's retail membership consisting of over 200 retail chains representing over 39,200 stores in mass merchandise, supermarket, and traditional drugstore segments. Created complete overhaul of corporate image, branding and messaging. Worked internally to create a marketing-oriented culture, and implemented many innovations, including educational "infosite" public web site, interactive online videos, interface for rich media newsletter seen by over 12,000 industry executives three times a week, HTML opt-in email promotions, downloadable press digests, collateral and other marcom products. Led technical team in developing user-friendly graphical user interface (GUI) to improve and replace ineffective "front-end" for the company's \$3 million database-driven network, originally developed by national consulting firm. Reviewed changes in the marketplace and industry and adjusted messaging accordingly. Reported directly to CEO.

Stratagis, Alexandria, Virginia

(January 2002 - January 2003)

Senior Marketing Strategist

As co-principal, developed company vision, and created corporate identity, branding and massaging. Developed strategic marketing initiatives for clients and led implementation efforts to execute plans on time and within budget. Responsible for all creative project implementation, including hands-on work in web site information architecture, corporate identity, and graphic design.

e-Agency, Inc., Oakland, California

(July 2000 - December 2001)

Senior Account Executive / Web Producer

Led marketing dialog among executives, client representatives, development and IA teams and worked to foster a positive, collaborative working environment across disciplines. Consulted with clients on Web marketing strategy, positioning, service mix and traditional media integration issues. Established user-centered design techniques and work flow processes, practices, and standards. Managed and directed Web site development including IA, UI, and graphic design for multiple Web sites. Supervised editorial and graphic content development.

Expression Media, San Francisco, California.

(1999 - July 2000)

Program Developer and Educator

Developed class curricula, teaching aids, and teaching texts for new \$60 million teaching facility launched by *Wired Magazine* co-founder and billionaire Eckart Wintzen in the SF Bay area. Significantly raised student work standards through my classes in color, typography and Web page design. Participated in innovative "immersive education" program designed to rapidly teach digital arts skills for the new media economy.

DynaMedia Inc., Glendale and San Francisco, California

(1996 - 1999)

Strategic Marketing Advisor

Consulted on traditional media promotion as well as Web production and e-mail marketing, assisted in integration of online and offline marketing systems, and acted as project manager and creative director. Developed patented "moldable grip" technology for the IDSAProduct of the Year Sensa pen.

TRAINING & EDUCATION

Pratt Institute , Brooklyn, New York: Industrial Design Program

Expression Media , Emeryville, California: Digital Visual Arts Program

Stephen Johnson Digital Photography Workshop , San Francisco, California

National Outdoor Leadership School , Lander, Wyoming

Outward Bound School , Marble, Colorado