

JASON ROBERT DONALDSON

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80 High St.
Oak View, CA 93022
805.795.0110

PASSION FOR MARKETING

I spent the last 10 years marketing products for the action sports industry with Kingman Group, a multi-million dollar paintball gear and accessories manufacturer based in Baldwin Park, CA. I have encountered numerous exciting and successful experiences over these past 10 years. I feel I can be a huge asset when it comes to all levels of branding and marketing for product and service based companies. I do believe a picture (or interactive banner ad) is worth a thousand words so I created a website at www.jasonrobertdonaldson.com to display various media samples from my career experience including websites, banner ads, catalogs, product reviews, media coverage and more. I am available to discuss potential partnerships driven by creativity and future success.

Kind Regards,

A handwritten signature in black ink, consisting of the initials 'JD' in a stylized, cursive font.

Jason Donaldson

Visit www.jasonrobertdonaldson.com to view references and media samples.

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MARKETING EXECUTIVE

Product Management - Multi Level Branding - Event Planning

PROFILE

Dynamic, creative Executive with outstanding success serving as Vice President of Marketing for a multi-million dollar action sports company. High quality marketing qualifications spanning over 10 years including two new brand launches, new product campaigns, event management, print and internet advertising, packaging and catalog design for national and global markets. Developed and maintained a marketing plan from inception to launch for two new brands while consistently directing the marketing efforts and brand awareness for the established and popular Spyder paintball brand. Hired and successfully managed a team of skilled marketing professionals including graphic artists, web designers and event coordinators. Skilled in creating and managing multi-million dollar marketing budgets while negotiating and obtaining the best cost-saving partnerships.

TEAM MANAGEMENT + WEB DEVELOPMENT + EVENT MANAGEMENT + PACKAGING & PRODUCT DEVELOPMENT
PRINT & INTERNET ADVERTISING + CATALOGS/SELL SHEETS/PRESENTATIONS + VIDEO PRODUCTION
COPYWRITING + EMAIL MARKETING CAMPAIGNS + FACEBOOK/YOUTUBE + IDENTIFYING OPPORTUNITIES

PROFESSIONAL EXPERIENCE

Kingman Group | Baldwin Park, CA

Vice President of Marketing (2007-2010)

- Managed team to effectively design, package, market and promote paintball gear to the billion dollar plus paintball industry placing Kingman Group as one of the market share leaders and a household name in the industry.
- Created and maintained dynamic partnerships with industry and outside media, event promoters, vendors and players.
- Supervised in-house and outside agency creative staff in developing packaging, event props and graphics, catalogs and sales literature, logos, web sites, direct mail and e-mail campaigns.
- Successfully produced and directed the multi-million dollar Spyder Cup tournament series spanning across the nation, with thousands in prizes and 8 new cars awarded to the top contenders in an effort to gain product awareness and consumer loyalty.
- Worked directly with the CEO to brainstorm new ideas and concepts for products, branding, event strategies, sponsorship deals, and outside industry PR and exposure.

Digital Media/Events Manager (2004-2007)

- Creativity through the design of corporate branded tents, product display systems, banners/signage, staff apparel, promotional materials, target shooting cages, and the two story Kingman Group sales show trade booth.
- Management skills and travel coordination for events including the National Professional Paintball League, Millennium European Series, US Scenario Series, and various global sales trade shows.
- Showcased Kingman on a professional level to their loyal fan base with creative branding, unique product displays, branded semi-truck with awning and sales floor, competitions and giveaways and overall high-class event ambience and experience.
- Managed all digital media including websites, banner advertising, video production, promotional contests and product e-newsletter campaigns.
- Established partnerships featuring platinum level branding, product placement and commercial media on ESPN, FOX Sports, Outdoor Channel, Hell's Kitchen on FOX and Jimmy Kimmel Live.

Web Designer (2000-2004)

- Increased traffic by 500% with the redesign and launch of the Kingman range of sites including kingman.com, spyder.tv, spyder50.com and kingmantraining.com.
- Created and launched successful banner ad campaigns for product releases, events, promotional contests and giveaways.
- Added popular and high-traffic elements to websites including videos, customer forums, homepage product ad rotations, contests, giveaways, and interactive product viewers.

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