



Ron Jesse Marcus

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Brand, Marketing, & Communications Expert

Accomplished, well-rounded marketing professional with a solid track record of crafting and executing on-target brand and messaging strategies for companies and nonprofits. Have worked in a diverse spectrum of industries, with a unique ability to rapidly understand the nuances of a market and translate that into results. Seeking to serve an innovative organization with an authentic mission to improve people's lives.



Proficiencies

- Brand building and stewardship, strategic problem solving, multichannel marketing campaigns, content marketing, copywriting; distilling technical concepts into easily understood and compelling benefits, team leadership, culture building, creative direction, CRM, WordPress, HTML, CSS, Microsoft Office 365, Google Workspace, Adobe Creative Cloud, print production, Final Cut Pro X, audio and video production, motivational speaking and training, media relations, partner relations, social media.



Professional Experience



Director of Marketing and Outreach San Diego County Bar Association, San Diego, CA, May 2019 – Present

- Responsible for brand strategy and marketing budgeting/execution for the largest legal association in the San Diego region.
- Revamped the Bar's strategic brand positioning and messaging to differentiate our offering from the other 40+ local legal associations in our market.
- Played a lead role in reinventing our membership marketing program, mitigating declines despite the COVID-19 lockdown.
- Directed the communications team in the creation and production of ongoing multichannel campaigns promoting a massive volume of programming, events, service offerings, and membership renewals.
- Creative-directed copy and design for all of our print advertising, promotional emails, e-newsletters, social media, a 48-to-52-page bimonthly print magazine, annual reports, videos, and the website.
- Was chief copywriter for all marketing communications.
- Managed public relations.
- Ran our digital and print ad sales program, maintaining \$150,000+ in revenues annually.
- Regularly advised the Executive Director on internal communications and culture building initiatives



Founder, Brand and Marketing Strategy Consultant BRANDVIVO, San Diego, CA, October 2013 – May 2019

- Developed and executed brand strategy and marketing campaigns for clients in banking, construction, technology, energy, professional associations, and nonprofits.
- Managed a diverse team of freelance designers, web programmers, photographers, and videographers.
- Performed all copywriting as well as a significant amount of design and production.
- **Note: I took hiatuses from this work when employed at other organizations listed in this CV.**



Marketing Director Genesis Digital, LLC, San Diego, CA, July 2017 – October 2018

- Led a six-person, fully-remote marketing team promoting cloud marketing technology for small business.
- Managed the marketing launch of *Kartra*, a powerful new all-in-one marketing automation and e-commerce platform, garnering thousands of new customers and several million dollars in revenue within a year.
- Wrote and built the company's website promoting and selling the *Kartra* all-in-one marketing platform.
- Led planning and creation of marketing funnels for launch and ongoing marketing of all products, leveraging the *Kartra* platform.
- Directed content marketing across multiple media, adding thousands to our prospect lists and social media groups.
- Hosted regular customer support and QA webinars to help our users achieve success with our platforms.



Director of Marketing
Blue Star Families, Encinitas, CA, December 2016 – June 2017

- Developed a full suite of marketing communications for this nonprofit serving active duty military families.
- Led a team of nine, spanning marketing technology, social media, events, PR, promotions, copywriting, and graphic design.
- Managed and tracked all marketing activities using a customized instance of *Salesforce*.
- Architected a new website using *WordPress* to improve user experience and increase donations.



Marketing Director
ZUZA, Carlsbad, CA, September 2011 – October 2013

- Rebranded the firm from commercial printer to full-service marketing support company.
- Launched and managed marketing for ZUZA's new SaaS Marketing Asset Management platform.
- Worked closely with our technology partners for joint technology/marketing efforts.
- Led a culture audit and major culture-building initiative to unite the team and boost morale
- Implemented a comprehensive marketing automation system using *Pardot* integrated with *Salesforce* CRM.
- Developed and ran a multi-year marketing campaign, including email marketing, white papers, blogs, testimonial videos, a full suite of sales collateral, a comprehensive new website, and trade shows.
- Achieved 200% ROI on multichannel marketing campaigns.



Director, Marketing Communications
MIR3 (now OnSolve), San Diego, CA, May 2009 – October 2009

- Rebranded the company to better differentiate its SaaS emergency notification platform.
- Managed marketing communications, analyst relations, and public relations strategy and execution.
- Produced a customer success story video series and co-authored a 5-chapter e-book on business continuity.



Founder, Creative Director
Epiphany Marketing, San Diego, CA, November 2001 – May 2009

- Led a team of ten designers, writers, and videographers to helping companies with their branding and marketing communications.
- **Industries:** banking, technology, construction, entertainment, retail, and nonprofits.
Clients: Petco, Mission Federal Credit Union, Western Alliance Bancorporation, Geppetto's Toy Stores, Liquid Environmental Solutions, and UCSD.
- Conceived and produced "Shindy.TV," an internet television show about San Diego lifestyle and entertainment, with multiple hosts and a full production team, which ran for two years.



Director of Corporate Communications
Entropia, San Diego, CA, December 2000 – September 2001

- Managed all marketing communications for this SaaS platform enabling distributed computing across huge PC networks.
- Worked with press and industry analysts, and submitted for Gartner Magic Quadrant report.



Director of Marketing
Synergy Microsystems, San Diego, CA, June 1997 – May 2000

- Led marketing for this manufacturer of VME Bus single board (PCB) computers for real-time computing in military and industrial applications, reporting to the CEO and directing a marketing coordinator.
- Developed all marketing collateral, and managed trade shows, media relations, and partnerships.



Community Service

President, [San Diegans for Gun Violence Prevention](#)

VP Marketing, [American Marketing Association, San Diego Chapter](#)



Education

- Master of Business Administration, University of Redlands, May 2000 (GPA: 3.92)
- Bachelor of Science, Marketing, San Diego State University, May 1989, Magna Cum Laude (GPA: 3.57)