



JONATHAN BRINK
Business Development & Communications



ATTN RECRUITER

I would like to begin the process of applying for the open position of Communications Manager. My primary goal is to find a role in a great organization in the field of communications.

I launched my career by starting a marketing company in the middle of Silicon Valley. We grew right along with the Internet and enjoyed astounding year after year growth, working with clients like IBM, Sony, and HP.

I then stepped into a product development/organizational role with several start-ups, helping to launch several Internet-based applications.

My success in these endeavors allowed me the freedom and opportunity to finally launch Thrive, a dignity based leadership development start-up. My role was to create and lead dignity based community development programs with other non-profits.

The role included extensive instructional design, learning events, and curriculum

development. The value of working with people was both thrilling and challenging, but it revealed a love for working with people.

I've spent the last year launching a long-term project called Civitas Press, developing a unique and forward thinking publishing model.

On a personal note, I have an MA in Organizational Leadership from Gonzaga University because I wanted to understand human sociological development.

I've included my extensive portfolio of communication projects I've led over the years.

I look forward to hearing from you regarding this position and am available by phone or email.

Sincerely

Jonathan Brink





JONATHAN BRINK
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Summary: I am a passionate about visual design, especially in human environments. I possess a broad range of skills in management, product marketing, organizational process, and corporate development from the ground up and within teams. I thrive on migrating ambiguous concepts/problems into organized/logical solutions. I enjoy working with people to develop an effective work environment. I am seeking a role in communications or product design with a growing organization.

MAJOR CAREER RESPONSIBILITIES

- Development of proprietary training and leadership development materials
- Facilitated and led training seminars, retreats, conferences and breakfasts
- Brand level marketing and program development
- Product development and management from idea to market
- Account management with growth significant year over year growth
- Published author
- Masters level education in Organizational Leadership

CAREER HISTORY AND SELECTED ACHIEVEMENTS

Senior Editor - Aug 2010 to Present - Civitas Press LLC

Civitas Press is a boutique, publishing agency focusing on inspiring and redemptive works.

Responsibilities

- Find and acquire book length manuscripts that fit the Civitas editorial directive
- Development of new corporate protocols for acquisitions, editorial review, production, distribution, and marketing
- Project manage writers development from idea to finished manuscript
- Manage a team of vendors for successful product launch
- All corporate branding, social media, and marketing management

Accomplishments include:

- Acquired twelve book length manuscripts, one of which became an Amazon bestseller
- Opened Inspired, the self-publishing division
- Created a new model for publishing that garnered significant attention



Managing Director/Trainer - July 2005 to August 2010 - Thrive

Thrive was a non-profit organization creating dignity-based leadership development programs for other non-profits.

Responsibilities

- Development of all product and training materials from conception to completion
- Development of all web based marketing systems
- Built supply chain for national distribution.
- All marketing and public relations development
- Ongoing training and facilitation of new leader development

Accomplishments include:

- Raised seed stage funding for five year operations
- Implementation of program development within non-profits
- Completion of 15 book curriculum base

Marketing & Business Analyst - August 2003 to June 2005 - Generate Technologies, Inc.

Responsibilities Include:

- Write and develop the business plan, and the marketing and brand strategy
- Business model development, business partnership development, and seed stage funding

Accomplishments Include:

- Raised 750K seed stage, operating capital
- Developed technology to prototype level for show

Director of Web Development - June 2000 to August 2003 - Innovasource, Inc.

Innovasource was a service development and consulting company that helped bring four SaaS website products to market: Aeroflight E-Learning Software, SmallGroupware, Church Websites America, and Vacation Rentals America.

Responsibilities Include:

- Development of a detailed product specifications document
- Oversight of software design and software technologies
- All branding, marketing and public relations development to successful launch
- Consulting for third party software development: Aerostudies and YourBlinds.com

Accomplishments Include:

- Successful development, launch and operation of two of the three business models
- Redesign of YourBlinds.com produced substantial growth and productivity



Director of Web Development - January 2000 to June 2000 - ArtMetropolis, Inc.

ArtMetropolis was an online portal providing art supplies, services, and community elements for students and artists.

Responsibilities Include:

- Development of a detailed product specifications document
- Oversight of outsourced software design with development partners
- All branding, marketing and public relations development

Accomplishments Include:

- Successful seed stage funding
- Development of operational website for launch

Partner, Creative Director - June 1994 to December 1999 - Litwin-Brink Advertising & Design

Litwin-Brink provides marketing and design services for Fortune 1000 technology firms in Silicon Valley.

Responsibilities Include:

- Day-to-day operations, corporate strategy, internal marketing
- Brand and program development with Fortune 1000 companies and non-profits
- Creative planning and development of identity and marketing programs for customers
- Development of a detailed product specifications document
- Managing multiple client and vendor relationships

Accomplishments include:

- Personal clients included Sony, IBM, HP and Make-A-Wish Foundation
- Sales grew 75-100% four straight years

EDUCATION

2006 - Gonzaga University – Master's in Organizational Leadership

BUSINESS & DESIGN SKILLS

Systems and Process Development, Business and Marketing Plan Development, Product Innovation, and Management Development, Corporate Presentations, Public Speaking, and Social Media, Illustrator, Photoshop, and InDesign, and PowerPoint



CLIENT LIST

Technology

- IBM
- Sony
- HP
- Synopsys
- Covad Communications
- Cybercheer
- Data Evolutions
- Diamond Multimedia
- Ewing-Foley, Inc.
- Findable, LLC
- Gazos Creek Group
- Generate Technologies
- Hana Technologies
- i-Planet
- Logic Vision
- Opti Vision
- Portable Energy Products
- SmallGroupWare
- Sierra Proto Express
- Superscape
- Xclar
- Advantcomp
- Web Stores America
- Yourblinds.com
- 7x Internet Group
- Webstores America, Inc.

Education

- IMS (Distributed Learning Standards)
- Allontra Learning Technologies
- Corry Ann March Coaching

Publishing

- Civitas Press
- Media Arts: (Thomas Kinkade Publishing)

Professional Services

- Jonathan Holmes, (MFT)
- Drew Beveridge, (Mortgage Loans)
- Mike Reynolds, (Real Estate)
- Gordon Dalbey (Best-selling author)
- Thrive Communications
- Silicon Valley Bank
- Sperry Event Marketing
- Mobilehome4sale.com
- CPO Unlimited (Copier Services)

Non-Profits

- Lakehills Church
- Church of the Chimes
- Thrive Ministries
- Make A Wish Foundation
- TransFORM Network



PROFESSIONAL SERVICES

Business Development

- Organizational Optimization
- Process Design
- Business Plan Writing
- Market Analysis
- Spreadsheet Design and Analysis
- Capital Fund Raising
- New Market & Product Ideation
- Product Development
- Contract Coaching
- Business Coaching

Corporate Identity

- Corporate Brochures
- Design Guidelines
- Logo Design
- Slide, Multimedia & Video Presentations
- Website Design, Implementation, and Support

Business Communications

- Social Media
- Web SEO
- WordPress CMS
- Advertising
- Announcements & Invitations
- Copy writing
- Direct Mail and Email Campaigns
- Digital & Print Newsletters
- Display & Tradeshow Graphics
- Photocompositing
- Photography & Illustrations
- Poster Promotions
- Retail Packaging
- Technical Datasheets
- iPhone Applications
- Manual and Book Publishing

CONTACT INFORMATION

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IDENTITY DEVELOPMENT





PRESENTATIONS

Client: Hana Technologies

Concern: Hana's existing corporate materials did not present well in sales presentations.

A corporate color palette was developed to differentiate the departments, and provide easy recognition for teams.



A visual image was developed digitally to express the theme and service of the company.

All materials were developed with a consistent look and feel to present one clear message. Hana requested implementation of the new identity across major corporate materials.

Hana Technologies



NEWSLETTERS

Client: Sony

Concern: The existing newsletter was photocopied in black and white and did not match the image of Sony's brand.

Photography and illustrations were created to present visual representation of each department.



Interesting color schemes were chosen to present a friendly look and feel.

A specific structure for layout was developed to create an easy to read lead article, highlight sections for scanning of relevant articles, and a photographic highlight section for interesting product news.

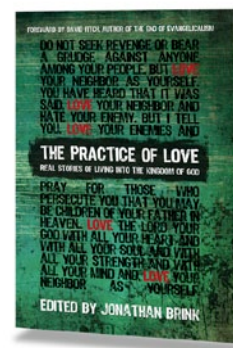
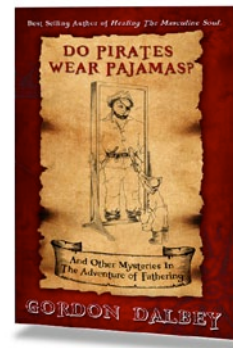
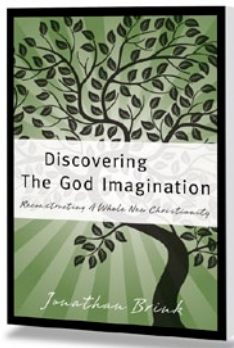
Sony



PUBLISHING

Client: Civitas Press

Concern: Design a visually appealing cover and production for various author's in development.



Civitas Press



ADVERTISING

Client: Hana Technologies

Concern: Hana expressed a concern for showcasing three different product lines and generating brand awareness without confusing the customer.

A campaign tagline was developed to present a new idea to the marketplace where customers were not aware of Hana's capacity.



Custom modeling was developed to present a traditional idea in a new way.

A color scheme was developed to present the same campaign three distinct ways. This followed Hana's similar approach to color distinction in other materials.

Hana Technologies



DIRECT MAIL

Client: Synopsys

Concern: Tradeshows were a “dime-a-dozen”. There was a concern for getting lost in a crowded market.

A day-timer was created so attendees would already have a reminder in place.



The invitation was an interactive pinwheel with each stop in the party displayed in the window. Custom illustrations were developed to create quick iconography for each stop.



A custom thank you card with photographs from the party was created as a visual scrapbook, and served as a reminder for next year's party.



COLLATERAL

Client: IMS

Concern: Existing corporate materials did not meet market standards for marketing communications.

Corporate datasheets for each plant were developed to provide more detailed technical specifications for sales conversations.



A 12-page corporate brochure was developed to express, in visual terms, the capacity of IMS to take care of the customer's concerns in the global marketplace.

Graphic themes were created to present the different offers to the marketplace, yet each remained in a unified approach.

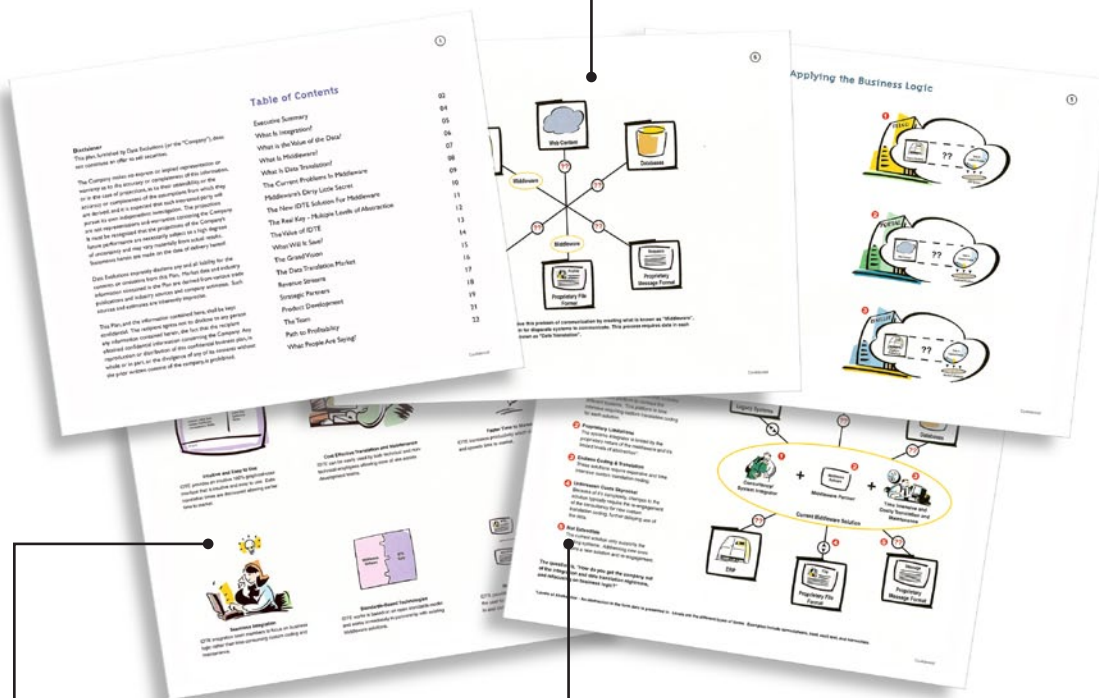


BUSINESS PLAN DEVELOPMENT

Client: Data Evolutions

Concern: Needing to grow, Data Evolutions needed a business plan for investors.

A 22-page business plan was developed for the client, including copy writing, graphical representation of the business problem and solution.



Visually stunning graphical images were created to help communicate a complex business problem and solution in a visual way.

Detailed specifications were created to communicate the depth and value of the product in the marketplace.

Data Evolutions

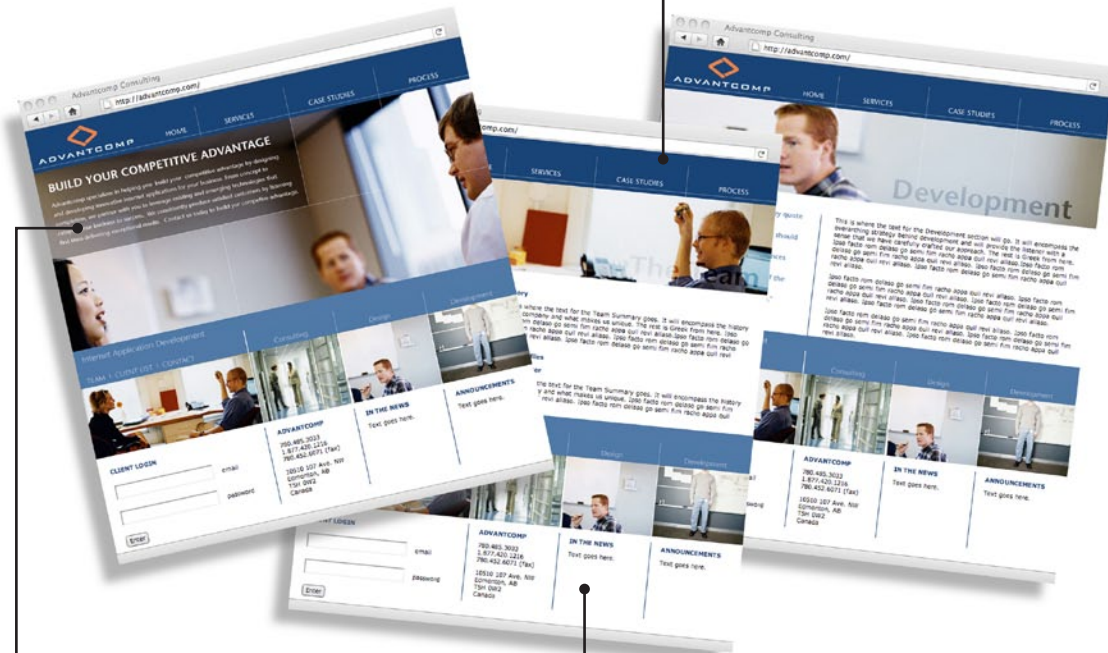


WEBSITE DEVELOPMENT

Client: Advantcomp

Concern: Existing website did not meet the needs of presenting a professional image for a software development firm.

A visually appealing template was developed to showcase the professional image of the firm to major customers.



A messaging system was developed to communicate the firm's strong offer to the marketplace.

The website was integrated with the clients existing database, allowing customers to log-in to back-end materials.

Advantcomp

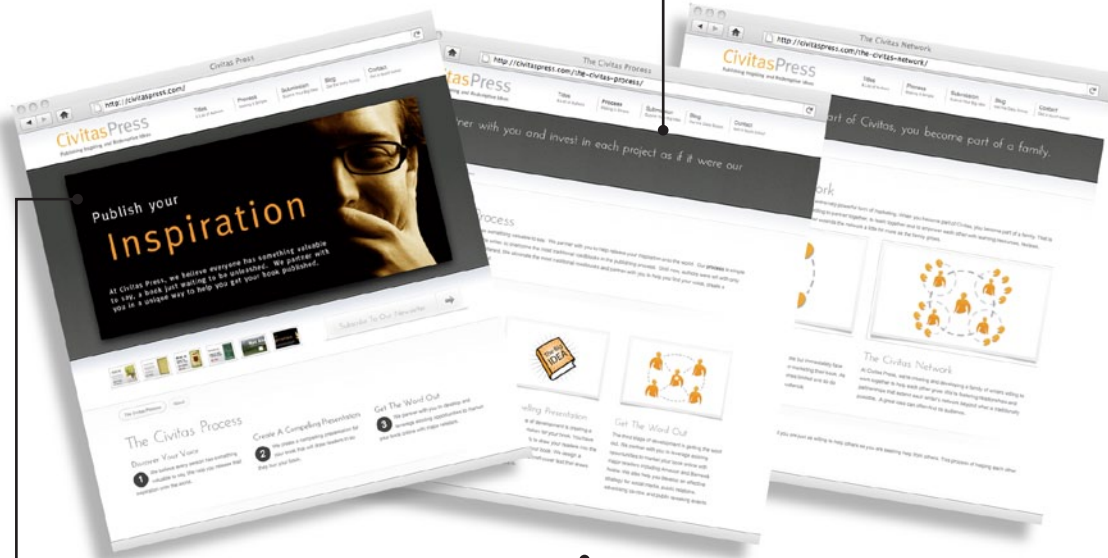


WEBSITE DEVELOPMENT

Client: Civitas Press

Concern: There was no existing website and the limited funds prevented any original html development.

A visually appealing Wordpress template was chosen that complimented the corporate brand.



A messaging system was developed to communicate the firm's unique offer in the world of publishing.

Individual illustrations were developed and stock photography was chosen to visually communicate the firm's offer to their customers.