

# Jonathan Neuser

## Director of Marketing & Communications

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### CAREER HIGHLIGHTS

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**Marketing and communications leader with 15 years of experience driving growth through paid, earned, and owned media.**

- Enhanced the user experience for a healthcare company serving millions, streamlining customer access to care.
- Designed and launched a comprehensive digital experience for a national nonprofit, including a content strategy and marketing plan that achieved a 300% ROI and raised millions for cancer research.
- Co-founded a thriving events company that continues to grow and succeed today.
- Led a marketing team out of an organizational crisis, restoring community trust and increasing revenue.

### EXPERIENCE

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#### Humane Society of Southern Arizona

**Jul 2024 – Present**

##### Director of Marketing & Communications

- **Paid Media:** Managed and optimized digital ad campaigns (Meta, Google, local media), and traditional ad placement through local media, tracking ROI and driving donations.
- **Budget Management:** Oversaw the marketing budget, coded expenses, and reported outcomes to the finance team.
- **Storytelling & SEO:** Directed content creation aligned with organizational goals, boosting engagement and visibility.
- **Project Management & Efficiency:** Implemented Asana, streamlining operations and launching multiple successful campaigns in the first few months.
- **Crisis Communication:** Rebuilt public trust through media relations and revamped strategies post-crisis.
- **Email Marketing:** Redesigned email templates, improving segmentation and retention.
- **Website Management:** Managed WordPress CMS, implemented analytics, and initiated a site redesign.
- **Leadership:** Led and coached a team of marketing professionals, improving content effectiveness and driving team performance.
- **Media Relations:** Coordinated CEO interviews and press coverage to elevate brand visibility.

#### Children's Cancer Research Fund

**Jul 2016 – Nov 2023**

##### Marketing Manager

- **Paid Media:** Created the digital advertising budget and strategy, optimizing spend across Google, Meta, Microsoft, and LinkedIn to maximize ROI, resulting in 300% ROI, millions of dollars in new one-time donations and double the number of sustaining donors.
- **Team Leadership:** Managed and coached a team of marketing specialists and coordinators
- **Reporting:** Analyzed campaign data, providing actionable insights for optimization.

##### Marketing Strategist

- **Campaign Strategy:** Led cross-functional strategy sessions and developed strategic marketing plans.

- **Fundraising Innovation:** Researched and implemented new donation platforms, enhancing the efficiency and effectiveness of fundraising efforts through better conversion optimization and tracking.

## Web Developer

- **Website Redesign:** Designed and built new website; improving mobile responsiveness and conversions.
- **Content Strategy:** Moved website from static HTML to Wordpress and developed a new content strategy, based on SEO research that nearly doubled website traffic and engagement.
- **Email Optimization:** Managed email campaigns, increasing engagement and donation rates.

## HealthPartners

Oct 2010 – Jul 2016

### Senior Content Specialist

- **Content Strategy:** Collaborated with UX designers and developers to improve website content and streamline user experience, leading to an increase in member registration.

### Digital Consultant

- **Market Analysis:** Evaluated site metrics and trends to inform digital strategies. Presented digital marketing plans to key stakeholders and collaborated with team members to implement changes.

### Web Content Specialist

- **Web Development:** Built scalable templates on Oracle Site Studio Designer to improve content efficiency. Managed daily web requests to ensure accuracy and relevance.

## Education

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### University of Minnesota – Twin Cities

Aug 2008 - May 2011

*Bachelor of Arts in Communication Studies, Minor in Spanish*

## Core Skills

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- **Digital Marketing:** Paid media (Meta, Google, Microsoft), SEO, email automation, analytics & reporting
- **Content Management:** Content strategy, creation, and management (WordPress, Webflow, Framer)
- **Fundraising:** Donor acquisition, retention strategies, conversion optimization
- **Leadership:** Team management, coaching, project management, cross-departmental collaboration
- **Public Relations:** Media engagement, press releases, crisis communication