

# Jonathan Rogers

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## **EXPERIENCE:**

Bidetime Ltd – National UK 01/2007-09/2008

### **Sales and Marketing Manager**

- Moved from sales to sales and marketing, focused on competition research and presentations.
- Rebranded company and rebuilt website based off of competitor research and sales practices. Wrote press releases and tender responses.
- Began to project manage complete campaigns following promotion to sales and marketing manager.
- Raised Revenues based on my efforts over 40% the past fiscal year.
- Formed 4 business partnerships to penetrate into new markets.

Sony Pictures – London UK 08/2006-12/2006

### **Freelance Consultant**

- Outside consultant on new ideas for market penetration in Eastern Europe over 3 campaigns aimed at mobile content for a television show.

HOTDOG-UK – London UK 09/2005-01/2006

### **Marketing advisor & PR Representative**

- Marketing advisor initially for three nightclubs in South London.
- Focused on relationship building and target audience identification.
- Created cross promotional venues for neighboring clubs to increase student traffic.

Kingston University – London UK 02/2004-06/2006

### **University Ambassador & Designer for SHM**

- Led the conception and inauguration of the Student Help and Mentor program.
- SHM is continued in my absence as an integration organization at Kingston University. Carried out student ambassador duties to ‘sell’ the university to prospective students.

Ad-hoc Research, Lyon France 09/2004-12/2004

### **Bilingual Researcher**

- Conducted market research into product design and usage of brand name clothing in both French and English. Future product lines were based on this research.

LDS – NCCM. North Carolina USA 07/2001-07/2003

### **Missionary**

- Missionary, trainer, mission leader and teacher.
- Written works used across the south eastern USA for the EFY youth program.

Other experience in *Television production, PR, Advertizing, Insurance, Small-business Marketing, Film, Retail, Recruitment, Construction, Modeling, Office Administration, Sever and Bar work*. I am also strong with using *MS office and most IT programs including use of HTML based Front-page, Dreamweaver, Adobe Photoshop, Adobe Premier Pro, and Finalcut*.

#### **EDUCATION:**

Brigham Young University - USA 09/2008-Present

- **MS Business Psychology** – Summa Classification  
Consumer behavior/Target Audience. 4.0 GPA and on Dean's Honors list.

Kingston University - London 09/2003-07/2006

- **BA (Hons) Economics, Politics and Media** –  
Upper 2:1 Class result and 3.93 GPA.

L'Université Jean Moulin Lyon-3 08/2004-01/2005

- **BA (Hons) International Studies** –  
Classes taken: Economie European, Politique European, Trade Droit (Trademark Law), Service Marketing, French. – All A grades received.

Jack Hunt 6<sup>th</sup> form College 09/1998-08/2000

- **4 A' levels** – Business Studies, Environmental Science, Math and General Studies.

#### **INTERESTS:**

Fitness exercise, fashion, design, languages, other cultures, traveling, history and cars. I also used to play both soccer and American football for my university in England.

#### **LANGUAGES:**

English, French, Very Limited German Dutch and Spanish.

#### **REFERENCES:**

Mr. Nephi Hatcher: [nephi@hatchers-online.co.uk](mailto:nephi@hatchers-online.co.uk)

Mr. John Kane: [JohnKane@JohnKane.com](mailto:JohnKane@JohnKane.com)

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