

Jon Toorock

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EXPERIENCE

All Fantastic | Owner & Founder | Portland, OR | 11/11 – Present

- Strategic growth oriented leader of this full-service web firm
- Organizational concentration keys on targeting diverse start-ups and small to medium sized businesses
- Client acquisition as a main responsibility ranges from grassroots to initial contact and through the close
- Expertise centers around website strategy, online growth, forward-edge marketing, partnership creation, as well as website design
- Further abilities: search engine optimization, social media, keywords, analytics, research, offline marketing, branding, public relations
- Fostering a shared equity approach underscores unique angles to morph clients into partners
- Secured a Lead Technologist from a Fortune 500 company to handle ongoing web development
- Partnered with other designers/developers, advertisers, content generators, marketers and entrepreneurs
- Conduct day-to-day operations, including ongoing client & staff meetings, accounting, billing, vendor relations

Consulting | Portland, OR & Virtual | 2009 – Present

- Provide dynamic visioning, problem solving, business plans, revenue projections, growth concepts, marketing plans, alliance targeting
- Designed and reviewed websites, e-newsletters and also generated content for both mediums
- Advised on cutting-edge industry developments as they happened
- Brought on professionals hired by client companies and also their supervised staff as needed
- Worked with multiple companies/organizations/entrepreneurs, including: Bravehoods, Overlord Enterprises, MATCHi, MedRock, Well Lit Books, STAND – The Haiti Project, Project Scrutinizer (Ike Willis), Shelf Pleasure, Elizabeth Ellis Art
- Responsibility areas also included: public relations, planning events/speaking engagements, social networking, search engine optimization, contests, vendor research, revenue generation, brand awareness, streamlining

Volunteering | Portland, OR & Virtual | 2007 – Present

- MicroMentor (2014 – present)
 - Business consultant to 40+ mentees – solopreneurs to Executive Directors, primarily regarding online growth
 - Recognized as a “Point of Light” (top 3 volunteer mentor out of over 1,500)
- Store to Door of Oregon (2011 – 2015)
 - Board member, Vice President of the Board in 2012
 - Event committee member for the 25th anniversary gala that achieved 125% of budgeted goals
- SCRAP (2008 – 2011)
 - Coordinated events, trained other volunteers, sorted donations, customer service
 - Contacted schools, lead visiting field trips, wrote the full 45-page Field Trip Manual with forms and lesson plans [paid]
- The Nature Conservancy (2007 – present)
 - Manage and grow a state-wide media list that gained increases of over 100%, bringing it to 300 outlets
 - Promote volunteerism at more than 20 preserves via public service announcements
- Other: Oregon Aquarium, Project Homeless Connect, EcoJaunt, Circus Project, PDX Kids Calendar, Portland Literacy

Oregon Literacy | Development Director | Portland, OR | 9/03 – 3/08

- Directed development and lead mission-critical areas of this statewide non-profit organization's services targeted to 20,000+ low-literate individuals, 2,000+ volunteer tutors, and 100+ local literacy providers
- Secured sponsorships from Starbucks, Washington Mutual Bank, Bank of the West, Umpqua Bank, Oregon Society of CPA's
- Fundraising with corporations, individuals, grant writing (Grant Writing USA certified), proposal writing, cold calling, lead generation
- In charge of partnerships resulting in service distribution, branding, conference presentations and donations with Intel, IBM, Portland Trailblazers, Portland General Electric, League of Women Voters, Portland State University, Multnomah County Libraries, Portland Community College, YMCA, Rose City Romance Writers, SMART, Housing Authority of PDX, Portland Air Cargo Association
- Instrumental as the Single Point of Contact in Oregon for the National Adult Literacy Network, which advocated and successfully influenced the federal government to fund adult literacy at the \$500MM level
- Invented, organized and grew all organization events: Read Across Oregon read-a-thon (corporations/schools/individuals), Chalk It Up for Literacy (Pioneer Square), Holiday Gala (Governor Hotel), Scrabble tournaments (weekly and semi-annual)
- Instituted a full website revamp, produced content, micro-site creation, implemented social networking
- Handled public relations in the areas of insertions with KOIN 6 Television (commercial series – including production interaction and script writing), KINK FM (on air and online), KEX 1190 AM (on air), Oregonian Newspaper (print and online), Willamette Week Newspaper, Portland Mercury Newspaper, Portland Tribune & Greenlight Newspapers, local newspapers

- Relunched dormant quarterly and monthly newsletters – created firm structure and consistent feature articles, added advertising, modernized look/feel, secured sponsorships, full editing, added online version to increase subscriptions, never missed a deadline
- Experienced with public speaking in front of hundreds (and speech writing for said engagements)
- Managed the organization's open-to-the-public bookstore and it's staff, interfacing and securing vendors such as Borders and Barnes & Noble, set pricing based on profit margin, oversaw ecommerce and print catalog creation, bookkeeping, invoicing, annual reconciliation, fulfillment, personally addressed individual major client orders requiring a higher touch
- Interviewed, hired, trained and coordinated staff, dozens of volunteers, interns and work-study students
- Reported directly to the President of the Board and the Executive Director, respectively
- Successfully recruited multiple Board members
- Trained as a tutor – obtained TELT (Training Effective Literacy Tutors) certification

Register.com | Director of Member Services, Afternic Division | New York, NY | 2/00 – 3/02

- Streamlined start-up Afternic's member processes, directly impacting successful exit strategy realization for \$50MM in cash & stock
- Directed the subsequent division's international services department in post-acquisition environment for Register's public company
- Oversaw an escrow fund housing thousands of closing transactions, totaling in excess of \$1MM
- Conceived industry standards regarding the domain name auction space
- Dynamically interfaced with company executives on policies, projections, staffing, efficiency and planning
- Wrote the website's frequently asked questions and over 125 email inquiry reply templates
- Insured quick response times and attentive service in a business unit with 300,000+ members

Jupiter Communications | Customer Service Manager | New York, NY | 3/97 – 2/00

- Supplied expertise, both pre- and post-IPO, in problem solving, account acquisition/retention and upselling
- Managed a department fielding high-volume contact from prospective and existing clients in the burgeoning online intelligence arena
- Advised businesses on budget optimization and also negotiated rates/crafted packages based on customer requests
- Strategized with analyst, marketing, sales, production, editorial, conference, and accounting departments
- Provided executives with reports on departmental efficiency
- Supervised the reconciliation of orders from a client base in excess of 10,000 accounts

Internet Tradeline, Inc. | Account Executive | New York, NY | 9/95 – 3/97

- Generated sales via face-to-face presentations, which were obtained through independent lead generation
- Evaluated target market companies and proposed specific online solutions
- Advised accounts in the development, operation and implementation of electronic commerce
- Responsible for all facets of company to client relations, both pre- and post-sale

Stealth Advertising | Project Coordinator | Hicksville, NY | 2/94 – 9/95

- Coordinated promotions for: NY Yankees, Meadowlands Sports Complex (NY Giants), NY Islanders, Marriott Golf Courses
- Trained new employees in all aspects of campaign management and marketing techniques

The Specialty Exchange | Sales Representative | Hicksville, NY | 12/91 – 2/94

- Lead sales representative for a start-up, technology-driven promotional products company

Managed Health, Inc. | Account Executive | Little Neck, NY | 9/90 – 8/91

- Primary sales and marketing component for Long Island Jewish Medical Center's affiliated Health Maintenance Organization (HMO)

EDUCATION

- University of Rhode Island: May 1990
- Bachelor of Arts: English
- Minors: Political Science and History

References furnished upon request