



# Jonathan Palombo

## Marketing Coordinator

Jonathan is an energetic marketing professional who brings three years of experience to Turknett Leadership Group. Having just relocated to Georgia with his wife, he brings a strong passion for all things digital marketing and communication. He's built a diverse portfolio of both non-profit and for-profit marketing achievements and assets. Through his education and experience, Jonathan has utilized a wide range of marketing skills to meet business goals and objectives. His versatile skill set includes SEO, social media, brand reputation management, project management, data analysis, hands-on campaign development, and email marketing. Jonathan not only aims to advance his career, but to make lasting impact in the lives of others. He hopes to be an effective mentor to other marketing professionals.

## CAREER HIGHLIGHTS

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- *For an automotive aftermarket company:*
  - Developed and executed SEO strategy that utilized traditional and local SEO tactics across 83 locations. The strategy resulted in an average 6 position increase in local rankings on Google while increasing online authority and organic traffic.
  - Introduced project management software and developed improved processes for project management.
  - Helped to create and launch a video campaign which was the recipient of the 'Outreach to a Female Audience' 2020 Automotive Communications Award.

## AREAS OF SPECIALIZATION

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- Campaign Development
- Search Engine Optimization
- Content Marketing
- Email Marketing
- Project Management
- Social Media
- Website Maintenance
- Search Engine Marketing
- Data Analysis
- Photography
- Brand Reputation Management

## UNIQUE ATTRIBUTES

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- B.A. Business Administration with a focus in Marketing from Walsh College, where he is a member of Delta Mu Delta.
- Authored Walsh College's most popular blog in 2018 receiving over 1,100 clicks.
- Certified in Google Analytics, Competitive Analysis and Keyword Research, and Search Engine Optimization.