

JONATHAN F. PROEBER

Personal

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Education

May 2013
(Expected)

Loyola University Chicago
Master of Business Administration; GPA 3.9

May 2009

University of Wisconsin-Milwaukee
Bachelor of Business Administration - Marketing, Psychology (Double Major)
Certificates: International Business

Experience

February 2012 -
Present

Metrixx - Marketing Consultant

Develop market insights and strategies for financial derivative support application.

- Identify potential markets, create advertising strategies, and design communications targeted to Investment Banks, Hedge Funds, and Proprietary Trading Operations.

September 2011 -
Present

Mondo Learning Solutions - Leadership and Development Consultant

Facilitate training and education with Executive Leadership for advancement of organizational capability and strategic decision making to mid-level managers.

- Promote world-wide business strategy and employee development to EATON Corporation.
- Assist in customizing future development sessions for region specific and topic specific performance improvement in North America, Asia Pacific and Europe.

January 2011 -
April 2011

Friends of Jeff Stone - Campaign Marketing Consultant

Managed marketing strategy and implementation for Rep. Jeff Stone for Milwaukee County Executive in market of over 1 million voters.

- Facilitated marketing and public relations strategy; administered advertising budget of \$250,000, purchased all digital advertising and managed placement of traditional media.
- Designed and wrote copy for direct mailings, brochures, handouts, and billboards that were received by more than 100K residents and increased campaign engagement.
- Coordinated earned media through statewide news agencies and press releases.
- Created social media strategy and web strategy which included complete redesign and rebuild of website and social media channels resulting in digital traffic increases > 300%.

August 2005 -
September 2010

State Central Credit Union – IT Specialist

Led broad technology and marketing initiatives to strengthen credit union products and services both internally and externally to create a more efficient and meaningful customer relationship.

- Led large-scale project implementations servicing financial departments to increase overall credit union profitability, including financial systems overhaul and process improvements.
 - Rebranded consumer facing products including certificates, corporate checks, statements, letters, etc. while reducing yearly mailing and printing costs 60%.
 - Led transition teams to combine products and services in addition to creating multi-million dollar dividend analysis to pay out as part of leveraging deal in consolidation.
 - Created and implemented policy and guidelines for monthly/yearly reporting, information retention, bank security, and new procedures for entire organization.
 - Redesigned Online Banking web site servicing entire credit union membership.
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Skill Highlights:

Software and Research Proficiency

- Adobe CS5 Design Premium
- Full MS Office Suite
- HTML, CSS
- SPSS Predictive Analytics
- Proprietary financial and marketing software
- Database Custom Query Design
- Network Implementation
- Primary Research

Leadership

- **2011-Present: Executive Vice President**
Loyola University Graduate Marketing Association
- Led development project in south-side Chicago.
- **June 2010-October 2010: Summit Credit Union**
- Led financial product analysis teams to complete consolidation goals for merger.