## Jonathan Petersen, MBA, CeM Zondervan, Michigan Director, Media Relations & Public Affairs/Director, Strategic Marketing/ Grand Rapids, MI (ET) Marketing Director, Academic, Reference, & Ministry Resources∕ Home: 616.285.6182 Marketing Director, Zondervan ChurchSource/Director, Internet Marketing/ Senior Director, Corporate & Internet Communications Cell: 616.322.1712 Email: jonathan.petersen@comcast.net Inititated and produced Zondervan's award-winning email Alert Service. Twitter: twitter.com/jonpetersen Created and produced the award-winning Zondervan Radio Network. Website: jonathanpetersen.com Created and produced the award-winning Zondervan Press Syndicate. Skype: jonathan.petersen2 linkedin.com/in/jonathanpetersen Certified eMarketer, eMarketing Association KTIG-FM, Minnesota facebook.com/jonathanpetersen Senior Director, Corporate & Internet Communications Announcer/Producer/ slideshare.net/jonathanpetersen Reporter/Network Stringer Created and produced Zondervan's award-winning Church Leader Internet Portal. Initiated and maintained Zondervan's award-winning mobile website. Awarded letter of commendation Strategic IMC, Michigan from Rupert Murdoch, Chairman & CEO, UPI Radio Network, Washington, DC News Corporation for extraordinary service. Social Media Marketing Strategist Founding Religion News Editor/ Co-directed the strategic planning and execution Judge for the Internet Advertising Competition by the Web Marketing Association. WIHS-FM, Connecticut of the \$5 million marketing restructure of News Anchor/Reporter/Producer Zondervan's multi-lingual website Announcer/Producer Spring Arbor University, Michigan and supporting databases. Adjunct Professor, graduate program: Winner of President's Award from Bruce Ryskamp, President & CEO, classes in Marketing and in Business Communication Zondervan for extraordinary service. year columnist for Religious Broadcasting magazine. Zondervan, Brilliance Audio, and Writer of magazine and journal articles. Baker Publishing Group audiobooks Winner of Effie Award (shared), Marketing Sherpa's Silver Mouse Award, **Audiobook narrator** the Communicator Crystal Award of Excellence, New York Festivals International Radio Competititon Silver Award, and the Creativity in Public Relations Award certificate of excellence. The Council of Advisors, Featured in Marquis Who's Who in the Media & Communications Gerson Lehrman Group, and Marquis Who's Who in Advertising. New York Cornerstone University, Michigan Educator Adjunct Professor, undergraduate program: classes in Public Speaking and in Public Relations Named "Highly Influential" by Topsy search engine. Associate Degree Somersault Group, Michigan (Communications) Co-owner; Social Media/ Moody Bible Institute **WOM/Publicity Evangelist** Twitter stream @jonpetersen is a featured recommendation in the twitterati, marketing, BA (Communications) and social media categories on Alltop.com University of Wisconsin-LaCrosse MBA (Marketing) Education **University of Phoenix** Teaching Internet Western Michigan University and Calvin College Publishing Guest lecturer on social media marketing

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