

Jay Syzdek

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Marketing Strategist, Business Developer, Consultant and Entrepreneur

Professional Profile

- Accomplished business owner with a comprehensive blend of hands-on professional, medical and academic marketing experience.
- Skilled marketer who has created and executed high-impact, multimedia marketing campaigns that consistently generated new revenue for companies with operating budgets of up to \$25 million.
- Experienced consultant devoted to education and learning, committed to empowering entrepreneurs with a strong and lasting presence for their business success.
- Experienced teacher and public speaker who is recognized for combining skills and conceptual knowledge with real world best practices to achieve both immediate and long-term performance goals.

Entrepreneurial History

Founder and President, [One Blink Media, LLC](#), April 2010 – Present

- Management of day-to-day operations of a Marketing Strategy and Implementation Company
- Consulting and strategic development with small to medium-sized businesses in the areas of Online Marketing and Social Media.
- Develop new products and services to meet clients' needs in such a consistently-changing and fast-paced industry.
- Manage an international team of 11 people located in Philadelphia, PA, Seattle, WA, Asheville, NC, Atlanta, GA, and Manila, Philippines.

Creator, Co-founder and Webmaster, [BNICconnection.com](#), December 2004 – Present

- Daily support of members of the website to create business connections both local and abroad
- Built the membership on the website to over 3,300 subscribers
- Develop new content, features and tools for the website

Founder and President, [Jaymunda, Inc.](#), July 2004 – June 2010

- Sold the company profitably in June 2010
- Online marketing development and support for small to medium-sized businesses
- Project manager and web developer
- Negotiated large client contracts of \$8,000 - \$25,000 per project.

Education

Goshen College, Indiana

- Concentration: Liberal Arts and Music Performance

Christopher Dock High School, Pennsylvania

- Received diploma June 1998

Related Professional Experience

- Co-Author: Syzdek, Jason, and Benoit, Sarah (2010), *The Art of Understanding Social Media*, E-book.
- Developed and hosted “So you have a website, now what?” – a series of workshops and seminars devoted to economic development through small business education.
- Taught several classes on website design and marketing at Asheville-Buncombe Technical Community College
- Member of Business Network International

Personal Information and Interests

- Married to Heather Syzdek in May 2003 and has one son, Kie.
- Plays jazz piano and has performed with musicians including John Blake, Grover Washington, Jr. and Gerald Veasley
- Enjoys hiking, camping and travelling.
- Published a compilation of musical compositions which are now pending copyright.

Community Service and Volunteer Activities

- Team Captain, annual participant in the Philadelphia AIDS Walk
- Pro-bono consultant with the Western North Carolina Small Business Center and Incubator.

References

Stephen Jones, [Growth Strategies](#), Seattle, WA – (206) 601-0949

- Strategic partners for the past 2 years
- Became business partners recently when starting One Blink Media

David Alexander, [Referrals4Life](#), Atlanta, GA – (678) 888-0200 ext. 222

- Known professionally for almost 5 years
- Founded the BNICconnection.com together and have been business partners for the past 3 years

Mark Hinton, [eYeFacilitate](#), Asheville, NC – (828) 215-5510

- Originally a client of Jaymunda, built several websites for his business
- Currently a strategic partner and a strong source of referrals