



CURRICULUM VITAE

August 2015

***“There are infinite paths one can take to attain their goals;
the key to not getting lost is to define your goals before you choose a path.”***

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I have provided consulting to a wide-variety of businesses across a diverse array of industries. I've worked with large and small manufacturers, B2B service providers, retailers, government agencies, entertainment industry entities (musical instrument manufacturers, individual artists & performers), and large international conglomerates. Regardless of the size of the client, the industry, or the unique market variables they have faced; I have been able to provide winning strategies to each due to my steadfast belief that integrity and a solutions-oriented attitude are the key variables in the formula for success.

I can analyze your market position, identify your opportunities for growth and tailor solutions to maximize your market position while providing distinct differentiation for your brand. I see my role as more than that of a consultant that identifies a path for your growth; I am a path builder. Path building requires dedication, industriousness, finesse, and the ability to identify, meet, and overcome challenges.

I would welcome the opportunity to speak with you regarding how I can assist your company in identifying and building the optimal path for the attainment of your business goals. I appreciate you taking the time to review my information and I look forward to hearing from you.

Sincerely,

A handwritten signature in black ink, appearing to read 'JP Hyde'.

Jonathan Patrick Hyde



SUMMARY

Forward-thinking, solutions-oriented leader with a lifetime of experience designing and implementing strategies for brand positioning and market superiority. Proven track-record of performance with demonstrated ability to focus on multiple facets of organizational needs. Self-starter with excellent communication skills; able to work in a team environment or individually to meet project objectives. Enjoys working with challenges and conceptualizing solutions for overcoming obstacles. Is a facilitator of change and embraces education, transparency, communication, and integrity as the foundation in developing viable strategies for stable growth & lasting success.

EXPERIENCE

Founder & President
Hyde Strategic Consulting
Multiple Industries
July 2008 – Present

HSC provides tailored strategic marketing, branding, and sales consulting services across a variety of industries. HSC utilizes a holistic approach that analyzes and aligns all aspects of your business processes & cycle so that clients/customer experience is seamless across all channels.

RESPONSIBILITIES: Client Prospecting/Proposals/Closing, Project Management, Relationship Management & Retention. Branding, Marketing, Social Media Management, and media design & support.

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Co-Founder & VP Sales & Marketing
iMed Solutions, LLC
Healthcare Industry
February 2002 – July 2008

iMed Solutions provided brand strategies, brand management, marketing consulting, and creative services to private practice physicians, physician groups and small out-patient surgery centers.

RESPONSIBILITIES: *Marketing & Sales Strategy, Client Prospecting/Proposals/Presentations/Closing, Project Management, Client Relationship Management & Retention, was the as the main interface between the client and the company's creative teams.*

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President & Founder
iDesign Studios, Inc.
Multiple Industries
December 1999 – October 2005

iDesign Studios was a high-end media development firm specializing in traditional, interactive, and internet solutions for small/medium/large businesses, local/State/Federal government agencies, and higher education institutions across the United States.

RESPONSIBILITIES: *Oversaw all aspects of daily company operations, Ambassador for the company in the business community, Management of Administrative, Sales, Technical & Creative Staff, Interviewing/Hiring/Staff Development, Project Management, Relationship Management & Retention.*

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J O N A T H A N P A T R I C K H Y D E
M A R K E T I N G · B R A N D I N G · B U S I N E S S S T R A T E G I S T

Co-Founder and Director of Technology

VirtuNet, Inc.

Internet Industry

July 1998 – November 1999

An Internet software startup which focused on media convergence technologies. The company and its intellectual property were sold in 1999.

RESPONSIBILITIES: *Main Systems Analyst – Developing/Designing Software Features, Functionality and Interface, Strategic Business Development (Team Member), Managed Software Development/Engineering Staff, GUI Development.*

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Online Director: SavannahNOW

Morris Communications

Newspaper Industry

March 1996 – July 1998

RESPONSIBILITIES: *Developed the business plan for the award-winning Savannah Morning News website - SavannahNOW. Hired, trained and managed web design and data management staff (for advertising). Hired and managed outside sales reps (online products only). Worked with other department heads to integrate online product sales with their existing sales staff. Managed client relationships & represented the company in the community as the ambassador for SavannahNOW, giving lectures and attending various functions (Ad Club, Rotary, etc...).*

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I.V. Therapist

Sisters of Mercy Health System

Healthcare Industry

August 1992 – January 1996

RESPONSIBILITIES: *Compounded complex ad-mixture I.V. medications; primarily chemotherapy agents, TPN (total parenteral nutrition), and fentanyl-marcaine epidural cassettes. Managed inventory control of key pharmaceutical agents. Responsible for maintaining a healthy working environment across multiple disciplines of care and for maintaining universal standards of care for critically and terminally ill patients.*

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Mental Health Associate

Magellan Behavioral Health

Charter Hospital of Savannah

Healthcare Industry

June 1990 – July 1992

RESPONSIBILITIES: *Worked to ensure continuity of psychological care to mentally-challenged and mentally-ill teenage & adult patients in a secure psychiatric facility. Was the main interface for the patient's medical and psychological treatment-team. Integral member of the clinical team in assuring a safe clinical environment for suicidal and psychotic patients.*



SKILLS – EXPERIENCE

Research, Analytical & Strategic Skills

I am a systems analyst (business analyst – marketing, brand engineering, sales strategy) experienced and fully knowledgeable in the following:

- Integrated Marketing Communications (IMC)
- Operations Research & Requirements Analysis
- Risk Assessment & Feasibility Studies
- PESTLE, Heptalysis, MOST, SWOT, VPEC-T, MoSCow
- Consumer Behavior Modeling
- Relationship Marketing/Business Marketing/Societal Marketing/Branding
- Joint Requirements Development (JRD) Sessions
- Marketing Orientation & Holistic Marketing Strategies
- Strategist & Architect – Marketing/Branding

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Media Outlet Experience

I have over a decade of experience working with traditional and non-traditional advertising mediums. I worked in the newspaper industry (Morris Communications, Corp.) and have developed new-media and internet-based platforms since 1996. I am formally trained in broadcast media formats, having earned a BA in Film and Video Production.

- TV, Film, Radio, Outdoor, Direct Mail, Press
- Covert Product Placement, Guerilla
- New Media, Online (SEO, SEM), Mobile, Push, Social Media

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Software Systems

I have years of experience with many industry-standard design systems (Adobe, Quark), non-linear editing systems (Avid, Vegas, Final Cut), business productivity suites (Office, Corel, IBM/Lotus), and application development platforms (Visual Studio, Shockwave, Flash). Please ask me for a complete list of software mastery/proficiency.

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Systems Design & Development

I have over 17 years of application design/development experience including fluency in the following:

- HTML, DHTML, SHTML, XML
- PHP, MSQL, SQL (Microsoft Visual Studio)
- Flash, Shockwave, Lingo
- Database design (Access, MSQL, SQL, IBM/Lotus)
- Javascript, Perl

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Misc. Skills, Experience & Interests

- Musician – Guitar & Bass
- Award-Winning Photographer
- Award-Winning Traditional Media Artist (Illustration & Painting)
- Experienced Filmmaker
- Avid Cyclist (100+ miles/week)



EDUCATION

Brooks Institute of Photography

Santa Barbara, California
BA – Film & Video Production
2010

Feature Film Concentration
Directing - Cinematography

Armstrong Atlantic State University

Savannah, Georgia
BS - Psychology & Minor in Art History

SPECIAL TRAINING

2010: Red HD Camera System Director of Photography Certification
1998: Dale Carnegie: World Class Customer Service
1998: Dale Carnegie: The Leadership Advantage
1997: Dale Carnegie: High Performance Teams
1996: Dale Carnegie: Leadership Training for Managers
1996: Dale Carnegie: Effective Communications & Human Relations

BOARD OF DIRECTORS

The Sylvania Georgia Chamber of Commerce (2003-2004)
The Statesboro Georgia Chamber of Commerce (2004-2005)
The Coastal Business and Education Technology Alliance (CBETA)(Savannah, Georgia) (1998-2000)

HONORS & AWARDS

2004: Paragon Award: Email Newsletter: Savannah Technical College
2003: Paragon Award: Web site: Savannah Technical College
2003: Merit Award: Catalog on CD-ROM: Savannah Technical College: Admissions Marketing Report
2003: Merit Award: Web Site: Savannah Technical College: Admissions Marketing Report
1998: Lycos Top 5% of the Web Award: Florida Emerald Coast Online
1996: Lycos Top 5% of the Web Award: SavannahNOW.com
1992: Armstrong State College Open Art Exhibition Winner
1988: Bronze Metal: Commercial Art: United States Skill Olympics States Competition
1987: Gold Metal: Commercial Art: United States Skill Olympics District Competition

PROFESSIONAL ACCOMPLISHMENTS

2004: Graduate of the State of Georgia Government Leadership Program
2002: Named one of the "Top 40 Businessmen Under 40" by The Business Report & Journal: Savannah, Georgia
1999: Co-Founder: eMarketSouth, Inc.: Acquired VC funding
1998: Co-Founder: VirtuNet Inc.: Acquired VC funding
1998: Co-Founder: MD Documentation, Inc.: Acquired VC funding



REFERENCES

Personal & Professional Available upon request

SELECTED CLIENT LIST

GOVERNMENT ORGANIZATIONS

NAME	SERVICE PROVIDED
The National Oceanic and Atmospheric Administration	- Interactive web media development
The State of Georgia	- Interactive web media development
The Georgia Ports Authority	- Interactive web media development, marketing consulting
The University of Georgia Marine Biology Extension	- Interactive web media development, marketing consulting
The Bulloch County Economic Development Authority	- Interactive web media development, marketing consulting
SEDA – The Savannah Economic Development Authority	- Interactive media development (web/DVD/CD-ROM), cinematography services, film/video editing services, DVD authoring & duplication, photography services.

NATIONAL/INTERNATIONAL CORPORATE CLIENTS

NAME	SERVICE PROVIDED
Wilson's Sporting Goods, Golf Division	- Commercial Video/Film production services
Case International Harvester – A Division of Fiat	- Commercial Video/Film production services
JC Bamford & Company	- Commercial Video/Film production services
Georgia Pacific Corp, Paper Division	- Commercial Video/Film production services
BMW	- Interactive Media Development - Internet
Intervet Medical Corp.	- Strategic Marketing & Branding Consulting, web design and support services, commercial video/film services, interactive media development for web, CD-ROM and DVD.

NOTABLE CLIENTS

NAME	SERVICE PROVIDED
Bass Frontiers Magazine – Nashville, TN	- Contributing Photo-Editor
Jerry Garcia - Jerry's Watches	- Web design, interactive media design
Career Education Corporation –	- Interactive Media Design, Commercial Film/Video
The Brooks Institute of Photography (Santa Barbara, CA)	Production & Custom Commercial Animation
Harrington College of Design (Chicago, IL)	
Savannah Technical College (Savannah, GA)	- AWARD WINNING Interactive media design/development/authoring (CD-ROM), AWARD WINNING website design/coding, photography services, graphic design services.