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# JONATHAN CARGILL

## PROFILE

Results driven chief executive officer with over 25 years experience leading and increasing unparalleled growth and revenue in an international business. Background built on vast experience in business operations, project management, marketing and public relations, music, film and tv licensing and merchandising.

## EXPERIENCE

CEO, Founder, Owner, The Secretly Group; Bloomington, Indiana  
1996 — 2017

Effectively managed a staff of over 100+ employees in 10 locations in 6 countries. Oversaw executive leadership, company training and public relations media. Developed intensive, ambitious business strategies, short term goals and long term objectives. Negotiated agreements, oversaw budgets and helped to grow the company's revenue and reputation. Built a company from the ground up and established it as a worldwide industry leader.

Manager, Lil' Bub; Bloomington, Indiana  
2011 — 2013

At the forefront of internet meme culture. Established the concept of meme manager. Created and implemented systems in relation to design, merchandising, licensing and distribution. Surfaced new revenue opportunities. Prepared all sales budgets and forecasts. Oversaw all aspects of business. Managed all aspects of campaign design and event coordination including innovation, development and implementation.

Account Manager, Bookkeeper, Kinsey Institute; Bloomington, Indiana  
1996 — 1997

Applied principles of accounting and auditing, A/P, A/R, payroll, general ledger postings, invoicing, and regulatory compliance guidelines for a large, world renown research institute. Managed annual budget as well as a multimillion dollar endowment.

Office Manager, Assistant Archivist, Archives of Traditional Music  
Institute at Indiana University, Bloomington, Indiana  
1995 — 1996

Maintained office services by organizing office operations and procedures, preparing payroll, controlling correspondence. Designed filing systems, reviewed and approved supply requisitions. Catalogued, organized archival audio recordings as well as the supporting documentation and metadata.

## EDUCATION

Indiana University, Bloomington, Indiana  
Bachelor Degree in Telecommunications

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## SKILLS

- Management & Leadership
- Business Operations & Strategy
- Project Management
- Budget & Expense Control
- New Business Development
- Territory Development
- Effective Communication & Delegation
- Team Building
- Training/Mentoring
- Adaptability & Determination
- Forward Thinking & Calculated Risk Management
- Retail, Wholesale & D2C Marketing
- Financial & Economic Analysis
- Marketing Strategy & Execution
- Public & Media Relations
- Social Media Strategy
- Event Management & Planning
- Press Releases
- Branding & Messaging
- New Product Launch
- Vendor Negotiations
- Film & Television Licensing
- Driving Sales, Expansion and Profitability