



Resumé

## Jonathon Michael Donahue

jon404@outlook.com 858 775-4882 P.O. Box 1220, Tombstone AZ 85638

**Summary:** Retired now after a content creator/communications career... ad agencies, PR, web design. These days, volunteer activities. Am a foster care CASA court advocate, reporter and columnist for the Tombstone News, run the Arizona 80 Foundation, help the City of Tombstone develop international tourism, and do marketing for our Hispanic Chamber of Commerce.

**Key positions:** 2017-2023 -- **Tourism Coordinator and Public Relations, City of Tombstone.** Helped create 7-person marketing group that increased sales tax and bed tax revenue for the last four years-- each year more than the year before plus inflation, with revenue constantly up even during COVID. Wrote two CARES Act grants that brought in \$327,000 for tourism -- money then spent on TV ads, billboards, print ads, social media, and website development. Created the Arizona 80 Foundation, a 501(c)(3), to further increase tourism along Historic Highway 80 from Benson to Douglas.

Mar 2004 - Dec 2009 -- **Multimedia Designer, Qualcomm Corp.**, San Diego, QCT smartphone chip division. In-house engineering training: e-learning, web design, illustration, presentations. Adobe Captivate, Photoshop, Acrobat, and Illustrator. Xara Designer Pro, PowerPoint. HTML/CSS, and Flash with Actionscript for complex if-then simulations. High-level FM radio app design for Siemens CDMA phone. Started in-house video studio. Retired at end of 2009, as my wife had Alzheimers. At home, wrote and sold three books, now free at [jon404.com](http://jon404.com), where you'll also find my design portfolio.

Oct 1999 - Sep 2002 -- **Marketing Communications Manager, KLA-Tencor Corp.**, San Diego. KLA bought out my previous employer and shifted me to marcom, where I made e-mail campaigns, sales brochures, and trade magazine ads. As a manager, occasional employee counseling.

May 1994 - Sep 1999 -- **Technical Publications Manager, Phase Metrics Corp.**, San Diego. Created a sales lead-generating website for several \$250,000+ high-tech products. Made high-tech product print and digital operation manuals with Framemaker and Word. Also used Corel Draw, Director, Winhelp and HtmlHelp. Set up e-library, engineering knowledge base. **Financial:** Worked with the CEO, CFO and lawyers to create and then help sell a roadshow presentation to 21 investment bankers through lead banker Donaldson, Lufkin & Jenrette, for a successful Feb. 1998 \$110,000,000 bond issue.

1993-1994 -- **Car salesman, Miramar Lincoln-Mercury**, San Diego. Sold 88 cars, told one lie: "Jon, isn't that little [baby-poop] brown Tracer the prettiest car you ever saw?" "Sure is!" I said.

1992-1993 -- **Public Relations, Smartek Software**, San Diego. Placed press releases in major newspapers and computer magazines. Packaging design and user manual for CD-ROM programs.

1989-1991 -- **Marketing Director, the Fax Group**, San Diego. Sales, marketing planning, PR, ads, brochures, computer fax board retail packaging design.

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1978-1990 -- **Self-Employed, Ads and Public Relations**, San Diego, CA. Clients: Torrey Pines Bank, Hughes Industrial Products, Financial Profiles, Lomas Santa Fe Homes, Counterpoint Corp., and Satellite Relay. Cover designs for the NY Yankees and LA Dodgers team newspapers. Tetrahedron and the Fax Group also hired me.

1978-1980 -- **Marketing Director, Tetrahedron Corp.**, San Diego, CA. Sales and marketing of high-tech dielectric spectrometers and compression presses to solve aerospace customers' problems -- Rockwell (B-1 bomber fuel leaks), General Dynamics (Tomahawk cruise missile voids) and Los Alamos National Labs (Navy W68 warhead issues). Helped develop the first Arabic micro-computer, Abbas I; made ads, brochures, and user manuals.

1973-77 -- **Art Director, then Creative Director, Concept Advertising**, Toronto, Ontario. Ads and brochures. Clients: Province of Ontario (Ministry of Economic Development), De Havilland Canada (DHC-5 Buffalo transport aircraft), Ricoh Copiers, Sperry-Univac (mainframe computers), American Airlines (Canadian destination ads and travel posters), and Savin-Ricoh (copying machines). Occasional employee counseling.

1970-1973 -- **Information Officer, Addiction Research Foundation**, Toronto, Ontario. Media relations with press and medical professional groups. Parental counseling. Wrote research paper on solvent abuse.

1968-1969 -- **Auto Design and Bodywork, Lotus East, Millerton, NY.**, for the Lotus 40/80 Can-Am car.

1966-1967 -- **Auto Design Assistant** (body buck sander), John Fitch & Co., Falls Village, CT, for the Fitch Phoenix car. Also worked on Bizzarrini 5300 Stradas.

1963-1965 -- **Graphic Artist, Doyle Dane Bernbach** ad agency, NYC. Avis and Volkswagen accounts. Worked for ruthless art director Helmut Krone and am still and will always be a Bill Bernbach disciple.

1962-1963 -- **Public Relations Assistant, Radio City Music Hall**, NYC, wrote PR releases for small newspapers.

Summer 1961 -- **Floor sweeper**, Bethlehem Pacific Coast Shipbuilding, San Francisco, high school job.

Summer 1960 -- **Deckhand**, on a family friend's fishing boat out to the Farallones, San Francisco.

**Education** -- 1965-1966 -- Mitchell College, New London CT. Liberal arts. Lifelong love of learning came much later, like communicating with Harvard's Fogg Museum on early graphite drawing development.

**Civic service** -- In Tombstone, since 2017 -- served on City Historic Preservation Commission, Planning Review, and Senior Center boards. For two years, treasurer/ fundraiser at St. Paul's Episcopal Church. Founder and president of the Arizona 80 Foundation, an educational 501(c)(3).

**Interests** -- photography, history/geography, cars, baseball, pre-abstract fine art. Now retired, my main interest is helping younger artists, and continuing to draw with pencils in this AI age!