

# **Jonathan Kervin**

**Owner at QR Estates**

Campbell River, BC, CA

Websense = Goodsense! With a little guidance from the founder of an inbound marketing agency, you can become a master of the online world

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## **Description**

Jonathan is the owner of Websense, a Campbell River-based marketing agency started in 2006. He comes from a retail management background of 11 years, where he learned the foundations of leadership and customer service that his company is built on today.

Jonathan started Websense to address the problems he had starting his own E-commerce website back in the mid-2000's. Not having the knowledge required to build his own website, he hired a self professed web design expert to build a site for him. Many thousands of dollars later, Jonathan still did not have a working website, and fired the web designer.

Jonathan stubbornly deciding to learn the skills required to build websites rather than throw in the towel, he then began a trial and error journey into the world of web design. Once he built up a successful E-commerce website and sold it, friends and family started asking for websites and his business changed into a web design firm that grew into a marketing agency.

Through his journey, Jonathan learned the hard way that not every company out there had his best interests in mind, and went through many troublesome suppliers and partnerships. He now shares his knowledge, experience and insights with you.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Business Services, Social Media, Public Relations and Communications, Advertising/Marketing, Direct Marketing, Internet, Information Technology and Services, Wireless, IT Services/Consulting

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## **Topics**

Web Analytics, Web Services, Website Management, Email Marketing, Website Construction, Web 2.0, Search Engine Optimization, Closed Loop Marketing

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## **Affiliations**

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## **Sample Talks**

## **How to Use Google Adwords to Increase Leads**

In this workshop you will learn the basics of how to start using Google Adwords to grow leads and sales for your business. This walk through of Google Adwords will give you a good general knowledge of how to start an ad campaign and properly manage it.

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## **Past Talks**

### **How to Effectively Market Your Business On Line**

Campbell River Chamber of Commerce 2011 Business Expo

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## **Education**

### **North Island College**

Computer Science

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## **Accomplishments**

### **Owner â€™ Websense**

Websense is an inbound marketing agency that offers comprehensive web services for small and medium businesses to enterprise level online marketing campaigns with services from domains and hosting, to web design and ecommerce, to social media marketing and search engine optimization.

### **2011 Young Entrepreneur of the Year Nominee â€™ Campbell River Chamber of Commerce**

The Young Entrepreneur of the Year award honors a business owner or founder under the age of 35 who has excelled in business; exemplified leadership and entrepreneurial skills; and demonstrated exceptional vision that has contributed to business success.

### **Webmaster â€™ Campbell River & District Foodbank Society**

The Campbell River & District Foodbank helps many local individuals and families put food on the table when they have run out of options. Hunger affects people from all walks of life. The Campbell River Foodbank Society has a number of ways for individuals, corporations and other organizations to help. For every \$1 you donate, the Campbell River Foodbank Society is able to acquire and share about \$3 worth of food.

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