

JONATHAN CHRISTIAN

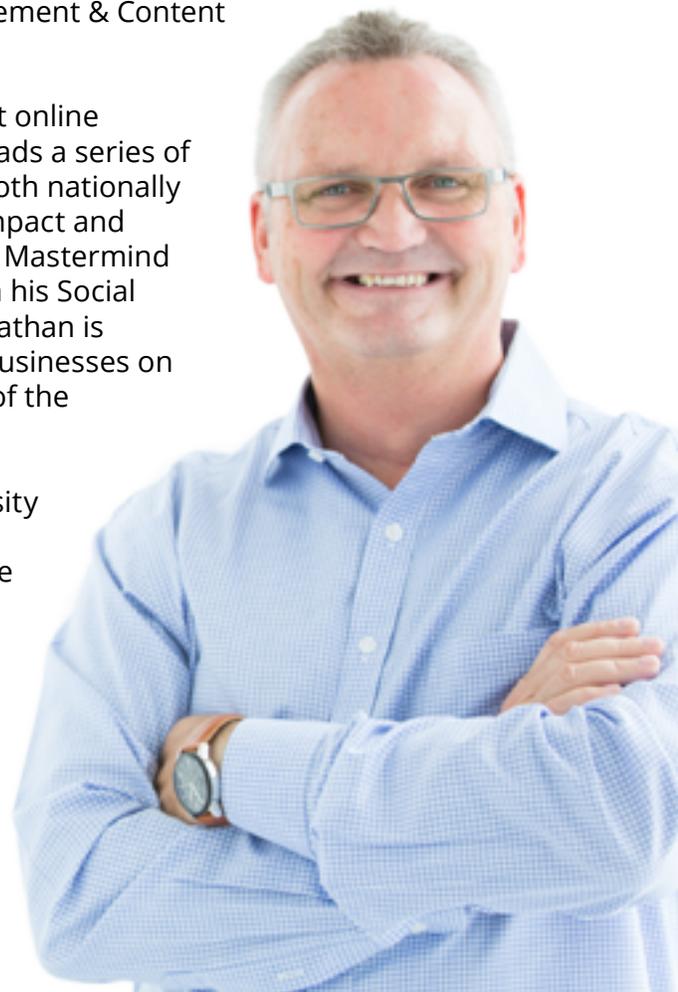
Is the founder of **We Make Stuff Happen**, an innovative BC-based Digital Marketing and Training Agency that helps businesses and non-profits around the world tell their story online and on the ground.

Known by his Team as the “Chief Imagination Officer,” Jonathan was born an enthusiastic and creative entrepreneur. He started his marketing agency in BC in the fall of 2004 and has been working with small businesses ever since, helping them leverage their story across multiple channels. In 2008, he switched his strategy to major on Social Media. He is a Canadian-based, Industry Expert and excellent Trainer. He is a much sought after speaker for our industry and a chosen Trainer for BC Wood. He also is the designated trainer for Honeywell Home Security. He has a team of other experts who cover content marketing, web design and optimization, lead generation and high ticket selling. His passion for Social Media began in 2008 after suffering a life-threatening neck injury resulting from a major car accident. On his long road to recovery, he fully immersed himself into the world of Social Networking and Content Marketing and emerged an expert in leveraging the online sphere to maximize business results. With a big picture approach to business development and brand storytelling, he and his team at We Make Stuff Happen have successfully trained over 600 businesses in the art of Social Media Engagement & Content Marketing.

Highly skilled at guiding entrepreneurs toward a more robust online presence through a 5-step social media formula, Jonathan leads a series of online educational programs, as well as regularly speaking both nationally and internationally on how businesses can maximize their impact and online presence. Through his Social Media Online VIP Group, Mastermind Training Programs and Online Bootcamps, as well as through his Social Media Challenge Blog and regular Social Media Meetups, Jonathan is committed to empowering entrepreneurs, non-profits and businesses on how to successfully maneuver the ever-changing landscape of the Social Space.

Jonathan facilitates his trainings with a strong sense of curiosity and humor, enjoying the ongoing process of learning and innovating how to best leverage social media for business. He is often invited as a keynote speaker and panelist for a wide range of industry events and maintains a vibrant online presence through social media interactions. Always candid about his business challenges and victories, Jonathan spends the majority of his time developing and teaching effective social media strategies and online marketing techniques.

He lives in Abbotsford, British Columbia with his wife Debbie, and together they have 3 grown daughters.



WHAT QUALIFIES JONATHAN TO TEACH SOCIAL MEDIA?

With a background in both small business and corporate, Jonathan has over 35 years of hands-on business experience across multiple industries. During this time, he has invested over \$100,000 and countless hours on his own personal development.

He committed to a 4-year training program from 1990 - 1994 in pastoral practice, communication, and humanities and received a Bachelor of Arts Degree.

Jonathan uses his preaching and pastoral background to help businesses humanize their story and reach their ideal clients.

From 1989 - 2000, Jonathan received many industry-based training experiences within the oil and gas industry.

In 2003 - 2004, Jonathan went through the executive training program with HBC, achieving the #1 results in the country.

In the fall of 2004, Jonathan created his own marketing and training company.

From 2008 through today, Jonathan has been mentored by many industry peers and is committed to self-study of online digital marketing and social media best practices and techniques. Specifically:

- In May 2011, Jonathan received the certification of SMMCYVR (Social Media Marketing Certification) at Simon Fraser University.
- In November 2014, he completed a 3-day intensive Content Marketing program with Marcus Sheridan from www.thesaleslion.com.
- In 2015, as a VIP client, he was intensively mentored by Sandi Krakowsk, over a nine-month period. Sandy is noted by Forbes as a Top 20 Online Marketing Influencer, Top 20 Women Social Media Influencer and a Top 50 Social Media Power Influencer. www.arealchange.com
- For the last 20 months, Jonathan has been in an advanced mentoring and training private program with Lisa Sasevich. Lisa has been honoured with the Distinguished Mentor Award from the Business Expert Forum at the Harvard Faculty Club, recipient of the coveted eWomen Network Foundation Champion award for her generous fundraising, and ranked on the prestigious Inc. 500/5000 list of America's Fastest Growing Private Companies. www.theinvisibleclose.com
- In 2017, Jonathan has been coached by Dr. Sarah Reiff-Hekking, Ph.D, in productive time management and executive problem-solving. www.truefocuscoaching.com

Jonathan has been successfully training BC-based businesses under the Canada-BC Jobs Grant since 2012. In 2017, he had his program approved for training in Alberta and Saskatchewan.