

▶ Jonathan William Mikula

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Objectives

Ignite any project I'm involved with through my decades of writing, acting, or producing.

Recent Roles and Projects

- ▶ *Cadillac High*: Lead Role of Dr. Andy Barber aka Andre Bashu
- ▶ *The Huntsmen*: Lead role, Father
- ▶ *Endemic*: Lead Role of Dr. Mark Andrews
- ▶ *What Goes Around*: Lead role, Christian Roberts
- ▶ *Disconnected*: Lead role, Jim (Hitman)
- ▶ *New Port Nesting*: Lead
- ▶ *Wife to Wolf*: Lead role, Achilles
- ▶ *A Christmas Carol: Remix*: Writer; co-lead, Jonathan Sawyer
- ▶ *Lucius*: Co-writer
- ▶ *American Poetry*: Co-writer

Skills

- ▶ Writing: creative and analytical
- ▶ Acting
- ▶ Producing
- ▶ Audio Dramas or Narration
- ▶ Telling a good story: Facts Tell, Stories Sell
- ▶ Performing under pressure: meeting tight deadlines and turnarounds
- ▶ Collaborating in a team environment
- ▶ Creating a dynamic and collaborative team environment – this is how the best ideas are born, nurtured, and grown

Education

Bachelors in Business Administration, The University of Georgia (Spring 2007)

- ▶ Graduated Cum Laude
- ▶ Entered college with 60 credit hours from previously completed AP and self- taught CLEP courses and exams

Over in the Non-Fiction World...

Experience

Editor-in Chief, POP Financial (January 2022 – Present)

POP Financial, LLC, New York

- ▶ Built a financial publishing company from the ground up
- ▶ Grown from zero to 31,000 readers in three months
- ▶ Write and develop multimedia content: written form, long form, short form, audio, visual
- ▶ Identify, recruit, train, and evaluate other talent for: editorial, copywriting, marketing, and technology departments of POP Financial
- ▶ Develop a weekly, monthly, and annual publishing schedule
- ▶ Work with in-house and outside copywriters and marketing teams to increase subscriber counts

Experience

Chief Analyst, Palm Beach Research Group (August 2013 – December 2021)

- ▶ Ran three distinct newsletter franchises as Chief Analyst
- ▶ Wrote and created the editorial content
- ▶ Worked hand-in-hand with the marketing team and copywriters to craft marketing campaigns responsible for tens of millions in subscription revenue
- ▶ Wrote and designed the scripts for webinar and marketing events that would regularly average more than 500,000 registrants
- ▶ Coordinated with the production team to design the sets and layout for our multimedia events and shoots
- ▶ Analyzed, studied, and developed a deep understanding for dozens of businesses in a myriad of industries, including technology, SaaS, agricultural, financial, consumer products, and real estate
- ▶ Identified three private companies that went on to IPO on major public exchanges in the U.S.
- ▶ Achieved a 98% win rate for my options trading service

- ▶ Recruited, trained, and developed editorial talent to continue growing my franchises
 - ▶ Hit key deliverables and KPI's as we prepared for then executed a go-public event in 2022
 - ▶ Exited in December 2022 to look for the next challenge with a bit more entrepreneurial flair as Palm Beach had grown into a large, mature, well-established player in the publishing space
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