

JONATHAN MICHAEL MACDONALD

ATTRIBUTES

- 10 years experience in communications strategy with focus on digital channels, go-to-market planning, technical development, and strong focus on leveraging analytics data
- Establishes and maintains a professional rapport with clients and internal stakeholders
- Demonstrates strong project management, organizational, and motivational abilities

EXPERIENCE



Shareworks by Morgan Stanley Product Marketing Manager

Calgary, Canada
September 2018 – Present

- Go-to-market launch strategy for SaaS products releases. Including, but not limited to managing the creation of new sales and marketing assets, digital marketing tactics, and training client-facing team members on key value propositions for public and private market audiences.
- Competitor analysis, win / loss sales analysis, creation of battlecards and training for global sales team
- Analytics platforms: Crayon, GA, GTM, Moz
- CMS platforms: WordPress



McCann Senior Digital Strategist

Calgary, Canada
October 2017 – October 2018

Digital Account Supervisor

September 2014 – October 2017

- Digital strategy for Bayer | Monsanto, Export Development Canada, AlarmForce, Tourism Niagara, Alberta Wheat Commission, and Suncor Energy
- Client-facing account management and digital strategy. Includes, but not limited to: search engine optimization (SEO), leading technical development, business requirements analysis, and marketing technology stack integration
- Analytics platforms: GA 360, GTM, Google Webmaster Tools, IBM Watson Analytics, Adobe Omniture, AT Internet, Mouseflow, Hotjar, Moz, SEMRush, Qualtrics
- CMS platforms: Sitecore, WordPress



Grey Strategic Digital Marketing Strategist

Shanghai, China | Stockholm, Sweden
February 2013 – September 2014

- Digital strategy consulting to develop communications roadmaps, online brand development, conversion optimization through UX, search engine marketing (SEM), search engine optimization (SEO), and email marketing
- A/B testing and online user behavior analysis
- Analytics platforms: GA, GTM, Google Webmaster Tools, Adobe Omniture, Moz, Hotjar, Optimizely
- CMS platforms: Drupal, WordPress



IntelliSource

Digital Marketing Director

Shanghai, China
July 2012 – January 2014

- Development and management of client digital marketing strategy, website design, search engine optimization (SEO), search engine marketing (SEM), and web analytics tracking and analysis

Analytics platforms: GA, Google Webmaster Tools, Adobe Omniture, Moz

CMS platforms: Magento, Drupal, WordPress, Joomla



Shanghai Business Review

Marketing Manager

Shanghai, China
August 2011 – July 2012

- Drafting and implementation of digital marketing plan, namely: the deployment of new brand identity, publishing CMS, website design, and improving engagement with SBR readers

- Media partnerships and sponsorship management

Analytics platforms: GA

CMS platforms: WordPress, Hard-coded Nightmare v4



Advokatfirman Vinge

Consultant

Shanghai, China
May 2009 – November 2010

- Staff communications training
- Copywriting and legal draft proofreading



Incredible Department

Incredible Department

Research Manager

Hong Kong, HKSAR
September 2008 – November 2010

- Partnership development
- Copywriting

Analytics platforms: GA

EDUCATION

Bachelor of Social Sciences (Honours)

Lingnan University | 嶺南大學

- Major in International Studies (Economics)
- Graduated on Presidents List and with First Class Honours
- Senior Research Thesis - *Social Control Mechanisms in Contemporary China*

Intensive Language Programme

Shanghai University of Finance & Economics | 上海财经大学

- Mandarin
- Domestic Economic Reform Policy
- Trade Policy

Lee Shiu Institute

Lingnan University | 嶺南大學, Hangzhou University | 嶺南大學,

CERTIFICATIONS

Pragmatic Marketing Level Three (PMC-III) – Launch, Market, Foundations	2018
Google AdWords Advertising Fundamentals	2014
Google Analytics Individual Qualification	2012

TECHNICAL SKILLS & ABILITIES

Digital Marketing and Advertising

Communication Strategy
Web Analytics
A/B and Multivariate Testing
Search Engine Optimization (SEO)
User Experience Design
Paid Search and Programmatic Display
Marketing Stack Integration

Content Management Systems

Sitecore
WordPress
Drupal
Magento

Web Analytics Tools

Google Analytics
Adobe Omniture
Google Search Console
Google Tag Manager
AT Internet Analytics
Hotjar
Mouseflow

Biggest hobbies are back country hiking and camping. Also giant art and design nerd, painter, wild animal tamer (cat-variety, mostly)

References available upon request