

JONATHAN MICHAEL MACDONALD

ATTRIBUTES

- 13 years experience in marketing strategy with focus on product marketing, go-to-market strategy, and strong focus on SaaS product development
- Establishes and maintains a professional rapport with clients and internal stakeholders
- Demonstrates strong project management, organizational, and motivational abilities

EXPERIENCE



Shareworks by Morgan Stanley

Calgary, Canada

Associate Vice President, Product Marketing January 2020 – Present

Product Marketing Manager

October 2018 – January 2020

- Go-to-market launch strategy for SaaS product releases, gaining and analysis of buyer insights, product positioning, sales-enablement and training for global private market.
- Created and led Competitive Intelligence strategy; win / loss sales analysis, competitor / product analysis, battlecards and training



McCann

Calgary, Canada

Senior Digital Strategist

October 2017 – October 2018

Digital Account Supervisor

September 2014 – October 2017

- Client-facing account management and digital strategy. Included, but not limited to: search engine optimization (SEO), leading technical development, business requirements analysis, and marketing technology stack integration



Grey Strategic

Shanghai, China | Stockholm, Sweden

Digital Marketing Strategist

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



IntelliSource

Shanghai, China

Digital Marketing Director

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



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

VINGE

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

- Data Analysis
- Partnership development
- Copywriting

EDUCATION

Bachelor of Social Sciences (Honours)

Lingnan University | 嶺南大學

- Major in International Studies (Economics)
- Graduated on the Presidents List and with First Class Honours as the first international student in the University's history
- Senior Research Thesis - *Social Control Mechanisms in Contemporary China*

Mandarin Language Programme & PRC Economic Policy

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

- Mandarin Language Studies
- Domestic Economic Reform Policy
- Trade Policy

Lee Shiu Institute

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

- Industrial Development and Economic Reform of the Yangtze and Pearl River Deltas

PROFESSIONAL CERTIFICATIONS

Product Marketing Alliance Product Marketing	2020
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

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

Web Analytics Tools

Google Analytics
Adobe Omniture
Google Search Console
Google Tag Manager
Hotjar
Pendo.io

CRMs

Salesforce
HubSpot

Outside of the above, hobbies are back-country camping, D&D, and the consumption of books (history, sci-fi, and fantasy, mostly)

References readily available upon request