

## QUALIFICATIONS PROFILE

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Accomplished **search engine optimization (SEO), Google AdWords (PPC), and social media marketing** professional - teacher, corporate trainer - with 17+ years expertise in growing search engine rank (Google), **email** newsletter subscriptions, and business partnerships from zero to \$500K / year. Practical skills in **customer survey analysis, Twitter, Facebook, YouTube, Podcasting, Google Analytics, Google+, Webinars, blogging, and online publicity** to "create Web collateral" to attract traffic and grow customer relationships.

Highlights of Expertise - Consulting, Teaching, Corporate Training, Expert Witness

### **Search Engine Optimization:**

~ SEO Page Tags, Density, etc.  
~ Link-building Campaigns  
~ Landing Page Optimization

### **Google AdWords / PPC:**

~ Ad Strategy vs. Marketing  
~ Campaign Set up & Copywriting  
~ Google Analytics & Metrics

### **Social Media / Online PR:**

~ Twitter, Facebook, LinkedIn  
~ Youtube & Google+ Marketing  
~ e-Newsletters & email

## PROFESSIONAL EXPERIENCE

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### **JM INTERNET GROUP - [HTTP://WWW.JM-SEO.ORG/](http://www.jm-seo.org/)**

Founder, Senior SEO Director, 2009-present

Online webinar training on SEO, AdWords, and Social Media.

Key Achievements:

- Over 14000 people have taken my free online Webinars, promoted via email and social media.
- Over 1300 people have taken my in-depth courses on SEO, Social Media, and AdWords, offered online.
- Expert consulting on SEO, Social Media Marketing, and AdWords with numerous companies.
- On-site training in Social Media, SEO, AdWords successfully conducted for major companies and conferences across the USA.

### **PART-TIME TEACHING POSITIONS:**

#### **STANFORD UNIVERSITY - CONTINUING STUDIES - [HTTP://CONTINUINGSTUDIES.STANFORD.EDU/](http://continuingstudies.stanford.edu/)**

Adjunct Faculty, *Marketing without Money* - Spring, 2011-present

Hands-on course on social media marketing, SEO, and Internet public relations. Focus on how to achieve marketing buzz with no bucks.

#### **ACADEMYX - [HTTP://WWW.ACADEMYX.COM/](http://www.academyx.com/)**

Instructor, *SEO, Pay-per-click Advertising, Social Media* - May, 2009-present

Hands-on courses to multiple students in a business setting. Course themes are how to rise to the top of Google rank, how to manage complex advertising campaigns on Google AdWords, and the universe of social media.

#### **DEVRY UNIVERSITY - [HTTP://WWW.DEVRY.EDU/](http://www.devry.edu/)**

Adjunct Professor, *Marketing and Advertising Courses* - August, 2009-present

Hands-on courses to multiple students in a business setting. Topics include secondary marketing research, quantitative marketing research, statistics, qualitative marketing research, and research project design. Advertising (both on and offline) as well as consumer behavior.

## **EG3.COM - HTTP://WWW.EG3.COM/**

Founder, Business Development Manager, Senior Editor - 1995-present

Successfully started online Web publishing and Email newsletter business in hi-tech embedded systems space. Conceptualized Web portal (1995-), Email alert service (2001-), Research Reports & Customer Surveys (2002-), and Podcast / Webinars (2008-). Optimized website for Search Engine Visibility (SEO), and managed Google AdWords campaigns. Wrote blog, monthly newsletter, and in-depth survey-based marketing research. Podcast / audio interviews and webcasts with key technology vendors. Over 43,000 registered users, several hundred active vendor contributors, and 10+ advertisers.

### Key Achievements:

- Revenue growth from zero to \$1.2 million to \$500K steady state prior to 2009
- Web portal users sessions to 50,000/mo in focused technology area
- Email newsletter subscribers to 44,000 worldwide at peak
- Formulated and executed marketing and sales strategy - print, Web, email & telemarketing
- Conceived and executed user surveys and market research reports
- Conceived and executed Google "natural search" and AdWords strategy
- Supervised editorial and sales staff (7 employees (2000) / 3 employees (2008))

## **MWMEDIA**

Sales Representative, 1994-1995

Prior to Internet revolution, conducted advertising sales into hi-tech sponsored directories. Extensive telemarketing and relationship-building with key vendors in the technology space. Worked as a spokesperson for Motorola (Freescale) and Intel in building the core directory and distribution component of their tools strategy

### Key Achievements:

- Reconceptualized and managed CRM / sales database (ACT)
- Reconceptualized and developed sales strategy to grow directory sales to \$100K/directory
- Quarterly sales targets met of \$80 - \$100K / directory
- Trade show participation
- Helped Intel position embedded 386 as a contender in the embedded systems industry
- Revitalized Motorola's "Electronic Engineers' Toolbox" directory project

## EDUCATION

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**Bachelor of Arts**, Russian Studies and Economics, Harvard University, 1985, *magna cum laude*  
**Masters and Ph.D.**, Political Science (Economic Policy), University of California Berkeley, 1992

## TECHNICAL PROFICIENCY

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- Operating Systems: MS Windows
- Applications: Word (Advanced), Excel, Outlook, PowerPoint (Advanced), Access. Podcasting recording and editing software. Gotowebinar (Webcasting / Hosting) Google Analytics, AdSense & AdWords. Powerpoint to Youtube. HTML.

## WORK SAMPLES

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Jasonmcdonald.org - <http://www.jasonmcdonald.org/> (Blog, personal website)  
JM Internet Group - <http://www.jm-seo.org/> (Corporate website, free and paid webinars)  
LinkedIn - <http://www.linkedin.com/in/jasoneg3>