

## QUALIFICATIONS PROFILE

---

Accomplished **search engine optimization (SEO), Google AdWords (PPC), and social media marketing** professional - teacher, corporate trainer - with 17+ years expertise in online media. Excited by **marketing** - *the art & science of sculpting a business value proposition to meet the needs of a target customers*, by **teaching** - *the art & science of explaining complex ideas to others*, and by the **Internet** - *the new media revolution of search, of advertising, and of social media*.

### **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 & press releases

### **Instruction | Training | Teaching ~ in the Above**

Custom **corporate trainings** for organizations, corporations & events in SEO / AdWords / Social Media  
**Adult business learning** at AcademyX, Stanford Continuing Studies, Bay Area Video Coalition  
**Online education** for a diverse audience of business, government, and non-profits across the globe

## PROFESSIONAL EXPERIENCE

---

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

Founder, Senior Director, 2009-present

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

Key Achievements:

- Over 17000 people have taken my free online Webinars, promoted via email and social media (over 37,000 registrations!)
- Over 1500 people have taken my in-depth courses on SEO, Social Media, and AdWords, offered online.
- Over 80,000 views on **YouTube** / over 800 followers on **Google+**
- Author of *SEO Fitness Workbook*, and *Fifty SEO Ideas* - self-published Amazon Kindle with over 125 and 7 reviews, respectfully.

### **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. Amazingly positive student survey data (on request).

#### **BAY AREA VIDEO COALITION - [HTTP://WWW.BAVC.ORG/](http://www.bavc.org/)**

Instructor, October, 2011 - present

Hands-on one-day crash course in Search Engine Optimization.

#### **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-July 2011

Hands-on courses to multiple students in a business setting. Experience with the new world of online and blended learning in a for-profit educational institution

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

---

**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**

---

- 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**

---

Jasonmcdonald.org - <http://www.jasonmcdonald.org/> (Blog, personal website)

JM Internet Group - <http://www.jm-seo.org/> (Corporate website, YouTube, Twitter, Facebook)

LinkedIn - <http://www.linkedin.com/in/jasoneg3>