

Core Skills: Check gordaddison.ca for an online resume, blog posts & more

- Digital marketing
- SEO & SEM
- Marketing Strategy
- Google Ads
- Keyword Research & Marketing Strategy
- Google Analytics
- Landing page Optimization
- Content creation
- Video creation & Promotion
- Social Media
- Facebook Advertising & Targeting
- Branding
- Lead generation
- Government Relations
- Market research (Focus Groups, Opinion Polls, Digital Research Tools)
- Communications Strategy
- Politics and Policy
- Public Relations

Work Experience

DIGITAL MARKETING DIRECTOR – Marwick Marketing– February 2018 to Present

- Created and implemented a complete digital marketing strategy for many clients
- Managed up to 65 Google Ads clients per month.
- Specialized in running Campaigns on the Google Ads network, including Search, Shopping, Display, Discovery/Demand Gen, Performance Max & YouTube, including segmented custom intent audiences and targeting the whole customer journey.
- Conversion Tracking setup, including Google Tag Manger & 3rd party sites.
- Search Engine Optimization, Web Page Management, and Landing Page Optimization for up to 60 clients per month.
- Extensive Google Ads & Other PPC Platform work from setting up campaigns from scratch to optimizing and improving established campaigns to improve the Return on Ad Spend.
- Extensive use of Google Tag Manager and other conversion tracking tools.
- Expertise in Google Display Network where we were able to eliminate most of the poor placements that plague many campaigns to build brand awareness & remarket.
- Effective use of the many Video/YouTube options to boost brand awareness.

MARKETING & COMMUNICATIONS CONSULTANT -- December 2004 to Present

- Extensive digital marketing from SEO and Pay-per-Click to Social Media and Display Network, Video & Discovery/Demand Gen Advertising to improve the visibility and effectiveness of Communication & Marketing Campaigns and create a complete online presence maximizing the defined “success” of the Communications, Public Relations, or Digital Strategy.
- Extensive knowledge and effective application of Google Ads, YouTube, Google Display Network, Google Demand Gen, Shopping, Facebook Advertising, and Re-Marketing to create inbound marketing systems, convert sales, or build support for a cause or campaign. Use of Analytics to track success of campaigns.
- Design and implement marketing ROI systems to verify the return on current marketing initiatives, administration of marketing budgets and transfer of expenditures to the most productive outlets.
- Create and implement marketing strategies and digital strategies for commercial, political, and issues communication purposes.
- Creation of print, direct mail, and video promotional material.

- Develop and implement social media campaigns, including extensive use of paid advertising and targeted placements. Continuous creation and development of strategic content.
- Community Relations for major development projects, involving stakeholder engagement, building 'support on the ground', improving community relations, negotiations, and creating positive media. Extensive advice and consultation on political strategy and government relations.
- Implemented online opinion Polls and Surveys to assess interest in products or issues, including strategic surveys that can inform future positioning.
- Building 'Permission Marketing/Inbound marketing' campaigns through various platforms.

Clients include: *Innovative Research Group, Woodfibre LNG, Rushbrooke Communications, Essential Designs, BC Timberframe, Ledcor Power, LithMag, Ventruweb, Garibaldi at Squamish, Jordan Sturdy MLA, Joan McIntyre MLA, BC Salmon Farmers, Waterfront Landing, Sea to Sky Hotel, Canadian Outback Adventures, Squamish Developers Association, Boardwalk Gaming, and others.*

PROJECT MANAGEMENT & DIGITAL MARKETING – Essential Designs June 2017-Oct 2017

- Digital Marketing to increase leads from people interested in Web & Mobile Applications. Set up system to track leads to source, Extensive copywriting, both for improved metrics for our targeted landing pages and social media. Set up Re-marketing, Social Media & Content Marketing programs. Improved SEO – tripling organic traffic, and reduced AdWords CPC & spend.
- Project Management

ACCOUNT MANAGER, SEO & DIGITAL MARKETING – Cityline Websites Feb 2016. – April 2017

- Managed SEO, SEM, and all aspects of digital marketing for up to 60 small & medium sized businesses, including running Google Ads Accounts, SEO, Landing Page Optimization, Social Media, content improvements, and adding new channels where appropriate.

COMMUNITY RELATIONS/COMMUNICATIONS - Woodfibre LNG, Feb 2014 to February 2016 & contract work after

- Extensive work to build "On the ground" support for the proposed Woodfibre LNG facility, including education pieces on the LNG industry and the project, monitored opposition, facilitated opinion polls and effective communications strategy, leading to a successful EAO Certificate.
- Liaised with Municipal politicians and staff, Federal and Provincial Politicians.
- Built relationships with community members, stakeholders, and community organizations, including through the EAO consultation process.
- Set up and ran Facebook page and other social media (created content, monitored comments, ensured questions were answered), helped create print advertising, email newsletter. Used analytics and opinion polls to further inform strategy.

RESEARCH ANALYST –Innovative Research Group Aug. 2010 to Feb 2014

- In depth analysis of opinion polling data to create strategic reports for clients. Studies and reports were designed to give an in-depth understanding of what people think on issues, why they think that way, and how their opinion could change.
- Focus Group Reports: Wrote in depth focus group reports on many topics from effectiveness of advertising and persuasion material to understanding what the public thinks about issues.
- Changed the way reports were done to make them faster to produce and more accurate.
- Work covered political campaigns at all levels, advocacy and lobby groups, controversial projects, corporate and sector reputations, and extensive work on Innovative's "Understanding NIMBY" reports.

MARKET RESEARCH ANALYST – *Frost & Sullivan*, London, England 2004 – 2005

- Researched and wrote extensive, detailed reports (300-400 pages) on aspects of European industry for companies in the industry and financial institutions. The reports were used by customers to implement competitive and entry strategies, assess market trends, and obtain financing.
- Reports covered legislative, technological, and marketing trends, market size, growth rates, forecasts, and pricing strategies for numerous market segments under each topic for each report. Topics included Specialty Paper, Recycled Paper, the Recycling Industry and some work in the packaging industry. .

Education

BACHELOR of BUSINESS ADMINISTRATION - *Simon Fraser University*, Burnaby, BC

Joint Major in Business Administration and Economics

- Emphasis on Marketing and Public Policy
- Additional courses on Opinion Polling, Computing Science, Math (Statistics) and Political Science.

Other Interests

Cycling (road, gravel, mountain, indoor trainer) **Triathlon** [2001 Canadian Age group team member, numerous top 5 finishes in races of over 400 competitors], **Running** [sub 33 minute 10km], **Rock Climbing** [leading to 5.11a], **Politics (including extensive campaign experience)**. I have traveled to 34 countries on 4 continents.