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

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|-----------------------|--------------------------------|---|
| ➤ Digital marketing | ➤ Video creation & Promotion | ➤ Market research (Focus Groups, Opinion Polls, Digital Research Tools) |
| ➤ Google Ads | ➤ Social Media | ➤ Communications Strategy |
| ➤ Marketing Strategy | ➤ Meta Advertising & Targeting | ➤ Public Relations |
| ➤ Conversion Tracking | ➤ Branding | |
| ➤ Google Analytics | ➤ Lead generation | |
| ➤ Google Tag Manager | | |
| ➤ Content creation | | |

Work Experience

GOOGLE ADS, DIGITAL MARKETING & COMMUNICATIONS CONSULTANT -- 2004 to Present

- Over the last few years, I have been running Google Ads & other paid advertising Campaigns directly for agencies that don't have enough Google Ads work for a full time (or two full time, etc.) PPC staff. Budgets up to \$250,000 per month. I can integrate with the systems different agencies or clients have in place, meet their reporting needs, and provide expert Google Ads management for their clients.
- Extensive knowledge and effective use of Google Ads, YouTube, Google Display Network, Demand Gen, Pmax, Shopping, Programmatic & Meta Advertising & SEO to create full funnel strategies that generate leads, convert sales, and build lasting brand awareness.
- Strong expertise in conversion tracking through Google Analytics, Google Tag Manager & 3rd party booking systems & setting up Looker Studio Reports.
- 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.

Clients include: *Innovative Research Group, Function Growth, Cityline Websites, L8p Digital Marketing, Woodfibre LNG, Rushbrooke Communications, Essential Designs, BC Timberframe, Ledcor Power, LithMag, Ventrueweb, Garibaldi at Squamish, Jordan Sturdy MLA, Joan McIntyre MLA, BC Liberal Party, BC Salmon Farmers, Waterfront Landing, Sea to Sky Hotel, Canadian Outback Adventures, Squamish Developers Association, Boardwalk Gaming, and others.*

SENIOR ACCOUNT MANAGER - Search Engine People June 2024 to June 2025

- Lead client relationships and account management to ensure the accounts saw results and clients were kept happy.
- Presented results & monthly reports to clients. Discussed strategy and tactics to improve client's results.
- Created Kick Off Presentations and calls with clients to understand their business, goals, ideal customers, and other pain points and created strategies based on their goals.
- Ensured timely and accurate execution of campaigns by our team.
- Worked towards better conversion tracking in Google Ads campaigns by connecting 3rd party CRMs like HubSpot to track off-line conversions.

DIGITAL MARKETING DIRECTOR – Marwick Marketing– February 2016 to April 2024

- 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 Manager & 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.

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 2002 – 2004

- 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.
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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.