

# Robert McLeod

Phone: (403) 618-2946

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Website: www.robertjmcleod.com

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**Objective:** To obtain a position that gives me the opportunity to use my current skills and develop new skills while at the same time being creative and encouraged to be innovative.

## Education

Sept 2006 – Dec 2009      **Bachelor of Commerce, Entrepreneurship and Innovation (2010)**  
University of Calgary, Co-op Program  
GPA 3.09/4.0

April 2005                      **Diploma, Electrical Engineering**  
Dalhousie University, Halifax, NS

## Technical Skills

- Proficient in many software programs and suites, including Adobe CS4Suite, Microsoft Office, iContact, MajorTom, Clicktracks, Webtrends, Umbraco, Sitecore, Google Analytics, Industry Mailout, MailChimp

## Non-technical Skills

- President of Dalhousie/King's Ultimate Frisbee 2003-2005
- Tournament Coordinator 2004, 2005, and 2006

## Other Skills

- First Aid Certified; 2007
- Intermediate Bilingual Certificate in French; 2000
- Dale Carnegie Toastmaster's Course; 2000

## Work Experience

May 2010 – present      **Web/Digital Producer**  
World Health

- Manage the online presence on the corporate website and social media pages (Facebook, Youtube, Twitter, LinkedIn, Yelp)
- Update and maintain the website, adding new features as needed
- Plan and optimize online advertising and lead generation for the World Health brand

Dec 2009 – June 2010      **Western Canadian Coordinator**  
Sugar Media

- Hire and train staff for launch of marketing programs in Alberta
- Setup and activate experiential marketing programs for clients

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## Work Experience

Jan 2009 – May 2009

### **Social Media Specialist**

SMART Technologies

- Created and maintained SMART's online presence (Facebook, Twitter, Youtube)
- Promote SMART's education campaigns using social media
- Administrate and support the SMART Exchange

May 2007 – April 2010

### **Internet Marketing Coordinator**

Carma Developers LP

- Developed our intranet which was built using Joomla
- Promote Carma communities by developing community websites, implementing email marketing software, and preparing visitor stats to help the sales teams advertise more effectively
- Develop strategies for marketing our brand more using social media

Jan 2002 - Present

### **Web Developer**

Air2Water, Umbilical Brothers, Procrastinus, Spirit of Wood, Aquavivawater, Maritime Safety Educators and more

- Design, build and maintain websites for clients
- Website innovation using new software, improving existing code, or adding new features

## Extra Curricular

2001 – Present

### **Ultimate Frisbee**

- Member of Invictus (since 2005), a competitive men's team that competes in the UPA Championship Series and won bronze at the Canadian Ultimate Championships in 2007, 2008 and 2009.
- Member of Lawn Party (since 2005), a competitive coed team consisting of the top men's and women's players in Calgary.

## Volunteer Experience

Jan 2006 – present

Juniors Coordinator/Coach

### **Calgary Ultimate Association**

- Develop the Juniors Ultimate program in Calgary with the goal of competing each year at the Canadian Ultimate Championships.