

QUALIFICATIONS PROFILE

Accomplished **search engine optimization (SEO)**, **Google AdWords (PPC)**, and **social media marketing** professional - teacher, corporate trainer - with 20+ years expertise in online media. Excited by **marketing, teaching** and **training**. Also skilled as an **expert witness** for litigation research and trial, with experience in depositions and actual trial testimony.

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:

- Enormously popular free online Webinars, promoted via email and social media (several thousand registrations!)
- Enormously popular in-depth courses on SEO, Social Media, and AdWords, offered online.
- Over 3,500 followers on **YouTube** / over 7,600 followers on **Google+**
- Author of *SEO Fitness Workbook*, *Social Media Marketing Workbook*, *AdWords Gotchas* and other books.

PART-TIME TEACHING POSITIONS:

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

Adjunct Faculty, *Marketing without Money* - Spring, 2011-present *Personal Branding* – Fall, 2014
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 and Social Media Marketing.

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/

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.

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

EXPERT WITNESS SERVICES

SEO, AdWords, Social Media Expert Witness, 2012-present

Researched and created in-depth reports on SEO, AdWords, and Social Media issues. Multiple depositions, and one expert witness at trial experience. References available on request.

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

PUBLICATIONS / SELF-PUBLISHED ON AMAZON

- *SEO Fitness Workbook* (Published since 2010-present, consistently a bestseller in the SEO category)
- *AdWords Gotchas* (Published in 2014, consistently a bestseller in the AdWords category)
- *Social Media Marketing Workbook* (Published in 2015)
 - Workbooks on YouTube, Facebook, Twitter, Pinterest, LinkedIn, Local / Yelp (Published in 2015, break-out books of the above)

WORK SAMPLES

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

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

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