

NATHAN LESLIE DONNELLY BBA

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EDUCATION

Conferred in 2017 **Trent University School of Business**
Bachelor of Business Administration Honours Degree, with a Specialization in Entrepreneurship
Related Courses: Digital Culture, Marketing, Advertising, Branding, Entrepreneurship

CERTIFICATIONS

2019 **Google**
Google Analytics Individual Qualification
Google Ads Search Certification

2019 **freeCodeCamp**
Responsive Web Design Certification

WORK EXPERIENCE

2018 to 2019 **Okay “A Nathan Donnelly Proprietorship”**
Freelance Web Specialist

- Freelance digital marketing, website management, search engine optimization, web and graphic design, and brand development.
 - Client accounts include: Hill Street Beverages, Urban Woodcraft, YOUVA Skin Care, Valutech Inc., imaware Health and more. Client list at okay.company/clients.

2017 to 2018 **Kapetel Inc. Sales Group**
Digital Marketing Manager

- Manage all digital marketing and advertising activities for the Urban Woodcraft, YOUVA Skin Care and Barn + Door brands. Reporting to Founder and CEO. Duties include:
 - Create full optimized and mobile friendly e-commerce websites, display network banner ads and landing pages with HTML5, SCSS, WordPress and Web Designer.
 - Gather data, prepare reports and make sense of insights from Google Analytics, Ads, Facebook Business, and UTM tracked campaigns.
 - Project management and supervision of deliverables from internal and external team members including designers, writers, logistics and assistants.
 - Vendor relationship management and promotional setups through portals like Google Merchants, CommerceHub, Wayfair, Walmart and Amazon.
 - Use GSuite, Microsoft Office, FTP and design software daily to create, store, and manage proper organization of company digital assets.
 - Write copy for all digital media and products.
 - Execute founder’s vision and ensure seamless brand image across digital space.

2015

Toronto Symphony Orchestra
Digital Marketing and Social Media Intern

- Summer and winter internship during second year university. Reporting to the Vice President of Digital Media. Responsibilities included:
 - Performing website updates and analytics analysis with Google Analytics and Agility CMS to improve online performance and track KPIs.
 - Optimizing website performance with SEM initiatives, analyzing keywords that led customers to our site through Google
 - Preparing insights and keyword reports based on Google Analytics, Ads, and Trends findings to optimize website content and metadata.
 - Social media management of the company's Instagram and the music director's Twitter.
 - Audio editing and FTP management of TSO audio clips for company website.
 - Graphic design of images to be used on website.

2013

The Kenna Group
Project Management and Administrative Intern

- Summer internship at digital marketing agency with high-profile accounts like Coca-Cola, General Mills, Budweiser and Sonos. Reporting to the SVP of Technology and Innovation. Duties included:
 - Working on Yamaha Motor Group.

VOLUNTEER EXPERIENCE

2011

Procter & Gamble
Influencer Marketing Intern

- Cooperative education program working in the beauty and grooming department. Reporting to Project Manager in Beauty and Grooming. Duties included:
 - Working on Tide, Crest, and CoverGirl.

HIGHLIGHTS AND SKILLS

- Programming: HTML5, SCSS
- Google: GSuite, Analytics, Ads, Ads Editor, Tag Manager, Optimize, Web Designer, MyBusiness, Merchant Center, YouTube, Cloud, etc.
- Microsoft: Word, PowerPoint, Excel, Outlook, SharePoint, Project, Teams, etc.
- Social: Facebook, Twitter, Instagram, Snapchat, Reddit, Pinterest, Twitch, etc.
- Backend: cPanel, GoDaddy, NameSilo, SiteGround, Yoast
- CMS: WordPress, FileZilla, Drupal, Tumblr, Agility, Orion
- Personality: ENTJ type assessed by Myers-Briggs, works well under pressure with minimal supervision, and excellent written and verbal communication skills.
- Audio: ProTools, FL Studio, Cakewalk, Ableton, and sound design and utility plugins.

REFERENCES AND PORTFOLIO AVAILABLE UPON REQUEST