

gregor DAVIDSON

Digital Content Specialist & Freelance Web Guy

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A forward-thinking community builder, with innate communication abilities and an array of online-related specialties refined throughout a 14-plus year career in Digital Media:

- Content & Video Management Systems
- User Experience Design
- Web Development (HTML, CSS, jQuery)
- Google Analytics
- Functional Copywriting and Editing
- Process Management
- Search Engine Optimization
- Native Advertising
- Social Media Marketing
- UX Accessibility

FREELANCE PROJECTS

Feb 2019 – present	DIGITAL CONTENT SPECIALIST – WeedMD Currently working on contract to provide content, email and social media management, as well as digital strategy services to one of Ontario's Licensed Producers in Canada's emerging cannabis industry.
2018 – present	FREELANCE WEB GUY – Barney's Updates Builds and maintains web presences to help small businesses thrive in the online space. Current portfolio sites include: www.mercasa.ca , monasteryvault.io and www.cancercounselling.ca .
2002 – present	FOUNDER/MUSIC PROMOTER – bringthebeats An event promotion and online community supporting underground house music. Partnering with a core group of DJs, www.bringthebeats.com combines their musical pedigree with a unique promoting style to develop grassroots marketing strategies. The goals are to enhance an artist's global profile, create booking opportunities and produce in-demand events and podcasts.

PROFESSIONAL EXPERIENCE

2010 – 2017	DIGITAL CONTENT MANAGER – Rogers Media Was responsible for the development and management of content as it related to client-based programs and in-house properties. Product highlights include the process development and execution for Rogers Publishing's Native Advertising program, as well as content hubs, contest sites, ad media production, content strategy and SEO audits. Priority clients such as Procter & Gamble, Pfizer, Unilever, Royal Bank, Scotiabank, Samsung, Sony, General Electric, Sportsnet, Connected Rogers and the National Hockey League.
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2006 – 2010	SENIOR PRODUCER/WEBMASTER – Alliance Atlantis/Canwest
	Administered the day-to-day website maintenance and content for National Geographic Channel, History Television and Showcase. Assisted the Manager of Specialty Content in creating long-term maintenance and growth strategies. Liaised with internal resources to deliver timely site developments and high-priority projects, while managing the expectations of various internal stakeholders, including Marketing, Programming, Communications and Sales/Synergy.
2004 – 2006	DIGIAL CONTENT COORDINATOR – TORONTO 1 / SUN TV
	Responsible for all content updates on the TORONTO 1 / SUN TV web site. Also coordinated communications with the station’s audience, managed on-line elements for contests/promotions and created web metrics reports.

EDUCATION

2017 & 2018	HACKERYOU
	Web Development Fundamentals & Advanced Web Development User Experience Design Fundamentals & Advanced UX Design
2010	RYERSON UNIVERSITY
	Media Writing Fundamentals
2004	CDI COLLEGE
	Web Design
1998	WESTERN UNIVERSITY
	BA, Political Science

PERSONAL DEVELOPMENT

Certificates	Google Analytics for Beginners, Advanced Google Analytics Lynda.com: Writing for the Web, Writing in Plain English, Accessibility for WordPress
Technical Skills	WordPress, Photoshop, Sketch, Brightcove, Sublime Text, Prepros, Basecamp, AceProject, Jira, Bugzilla, HootSuite, Meltwater Social, Ample Organics

More detailed information on my credentials and accomplishments can be found at www.gregordavidson.com and www.linkedin.com/in/gregordavidson.