

gregor DAVIDSON

Digital Content Manager & 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-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

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| 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.cancercounselling.ca , www.chenildelafermiere.com , www.mercasa.ca and monasteryvault.io . |
| 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

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| 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. Worked with internal and external teams from inception to final execution to ensure digital products were on brand, focused on defined goals and relevant to the stakeholders. Software programs used in day-to-day executions include WordPress, Brightcove, Photoshop, Basecamp, Jira and Bugzilla. |
| | 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 for priority clients such as Procter & Gamble, Pfizer, Unilever, Royal Bank, Scotiabank, Samsung, Sony, General Electric, Sportsnet 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

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| 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

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| 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, Microsoft Office |

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