



MB

MARK BROWNLEE

DIGITAL MARKETING STRATEGIST | WWW.MARKBROWNLEE.CA

SUMMARY

Mark Brownlee is a digital marketing strategist with more than eight years professional experience.

SKILLS

Search engine optimization (SEO)
Social media ads
E-mail marketing (MailChimp)
User experience design (Unbounce)
Mobile marketing
Marketing automation (Marketo, HubSpot)
Content marketing
Social media marketing (Twitter, Facebook, LinkedIn)
Wordpress
Digital marketing strategies (KPIs, user journey maps, personas, marketing plans)

Certifications

Google Analytics certification
Google AdWords certification

Contact

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EXPERIENCE & ACCOMPLISHMENTS

COMMUNICATIONS MANAGER • THE MACDONALD-LAURIER INSTITUTE • MAY 2014-PRESENT

Designed and implemented MLI's digital marketing strategy, helping to increase website performance by 250 per cent and boost revenue by 37 per cent

- "Mark has excellent writing, editing and web skills which are key to his strong performance." -David Watson, Managing Editor and Communications Director, MLI

REPORTER/EDITOR • OTTAWA BUSINESS JOURNAL • NOVEMBER 2012-APRIL 2014

REPORTER • THE OTTAWA CITIZEN/THE CANADIAN PRESS/CBC • JUNE 2008-OCTOBER 2012

EDUCATION

DIGITAL MARKETING CERTIFICATE (CANDIDATE) • AUGUST 2017 • TELFER SCHOOL OF MANAGEMENT, UNIVERSITY OF OTTAWA

- "Mark is a fast learner who is genuinely curious, keen and is always up for a challenge. Most importantly, Mark asks important questions, and displays critical thinking which would be a benefit to any organization." -Marissa Homere, instructor

MASTERS OF JOURNALISM • MAY 2011 • CARLETON UNIVERSITY

HONOURS, POLITICAL SCIENCE • MAY 2008 • MOUNT ALLISON UNIVERSITY

VOLUNTEER EXPERIENCE

VP Membership (board member), IABC Ottawa, 2016-Present