Chris de Jong

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Profile

Digital marketing professional with a focus on all things data-driven, design-oriented, mobile and social. I believe there is a genuine magic to capturing people's imagination with smart, clever, and concise marketing activities derived from sound business insights and strong branding. This focus is what I bring to every project I work on. I am also passionate about all forms of digital art, volunteerism and cross-discipline collaboration & idea-sharing within the tech and business communities.

Education

University of Saskatchewan // Bachelor of Commerce
Major in Management & Marketing (2003 - 2008)
Dean's List Honor Member (2007 - 2008)

Activities and Societies:
Management Students Association (2006 - 2008)
University Student Computing Council (2007 - 2008)

Skills

Over the years I have worked towards building skills in the following areas of marketing, design and user experience:

// Project management (Agile Scrum Master Cert in progress)
// Data analysis (Google Analytics IQ Certified)
// Content marketing & SEO optimisation
// Social media monitoring and analysis
// Email marketing and optimisation
// User experience design & strategy

// Digital campaign development and execution
// Market research & analysis
// Demand generation & in-bound marketing
// Multi-variant testing
// Front-end web design and UI development
// Processing & creative coding

Experience

Digital Manager // MGM Communications
May 2015 - Present

I develop and oversee the implementation of digital strategies for our entire suite of agency clients in conjunction with our creative & interactive team. I work with a variety of teams to establish UX best practices, campaign KPIs, optimal media mixes and A/B test creative as it is brought to market. I am constantly experimenting with hardware, software and design solutions to accomplish creative work that gets noticed, but also gets results. Other duties include account management, art direction and client on-boarding and education.

Artist // Freelance
Januart 2012 - Present

I create digital art focusing on the themes of futurism and machine vision. I'm always experimenting with new mediums, but I primarily use the GIF file format, Processing, WebGL and the Three.js & D3.js javascript frameworks. I have had my art featured on Tumblr, Hype Machine, 15Folds and Silence Zine just to name a few.

Marketing Campaign Specialist // Point2 (Yardi Systems, Ltd.)
February 2008 - May 2015 (7 years 4 months)

During my time at Point2/Yardi my duties expanded to include management of the global Point2 marketing team, responsibility for global campaign development, management of marketing partner relationships and responsibility for ongoing optimisation of global marketing websites, landing pages and SEM. I helped contribute to our team reaching a number of important milestones, including:

// Our successful acquisition by Yardi Systems in October, 2010
// Generating over 300,000+ customer sign-ups for our primary product - Point2 Agent
// Growing traffic to our Point2 Homes consumer search portal by over 300% becoming the 4th largest in Canada
// On-boarding and retaining over 300+ affiliate partners and Multiple Listing Services

Cofounder // IdeasClub
October 2009 - October 2013 (4 years)

Ideas Club was a mobile development startup which began as a weekly meet-up between friends. We worked with our clients to create iOS applications, websites, and provided personalized consulting for local SMBs and musicians. My responsibilities included generating new business, all mobile application front-end design, all web design, creation and implementation of marketing strategy and providing customized consulting to fit client needs.

Marketing Coordinator // University of Saskatchewan: Student Computing Services
December 2007 - February 2008 (3 months)

I worked on a contractual basis, conducting market research on university opinions of campus IT services. I was responsible for the creation of a campus-wide report on student computing & interaction behaviour as well as a follow-up promotional campaign to generate student awareness of campus computing programs. I also served as a Student Computing ambassador, responsible for promoting services offered to all students on campus.

Community Involvement

Organizer // Barcamp Saskatoon (2007 - Present)
Responsible for event planning and execution. Duties over the years have ranged from sponsorship development to visual identity creation, from managing PR activities, to coordinating speakers. My latest duties have included all pre-event marketing activities and social media management.

VP Communications // Saskatchewan Marketing Association (2011 - 2013, 2015 - Present)
As a board member I am responsible for the successful planning and implementation of monthly association events in addition to general Association awareness around the province. As the VP Communications committee I am all responsible for all member communications, segmentation, onboarding and cross-channel marketing efforts.

Board Member // MoSo Conference & Festival (2011 - Present)
Responsible for the creation and execution of the conference brand in conjunction with external agency partners. Also responsible for the planning execution of the digital conference rollout and registration marketing campaign. In my current role as a board member I provide oversight and guidance to the executive director on event vision.

References

Available upon request.