

Liam Zachary McDonald

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Highlight of Qualifications

- Technical and creative marketer proficient in R-Studio, Tableau, SPSS, SQL, Illustrator, Indesign and the Microsoft Suite
- Clear communicator of complex content developed through experience as a case competitor and teaching assistant
- Strong collaborator with five collective years of experience in community leadership, teamwork, and mentorship

Academics and Community Involvement

Bachelor Business Administration - Marketing, Management Information Systems

2015 - 2020 | Beedie School of Business, Simon Fraser University, Burnaby B.C.

- CGPA 3.86/4.33 (89.15%) | 7-time Dean's Honour Roll | 4-time President's Honour Roll
- **Teams:** SFU Student Marketing Association, SFU Kiva Team, Thrive Mentorship program
- **Volunteering:** Venture Connection, Employ to Empower, JDC West 2019 team host, Beedie Launch Leader
- **Competition:** Business Analytics and Decision-Making Hackathon: 1st in presentation and 3rd in predictive model

Marketing Experience

President | Vice President Human Resources | Marketing Project Coordinator

January 2018 - April 2020 | SFU Student Marketing Association

- Led all club operations by fostering personal and professional growth of 9 Vice Presidents and 80 coordinators
- Engaged over 300 students in experiential marketing events by creating a strategic year plan and securing sponsorship
- Increased coordinator involvement and interdepartmental collaboration by planning socials and three orientations

Content Strategist and Program Participant

January 2020 - April 2020 | Marketing Accelerator Program

- Achieved 42 clicks and 10 conversions for a client by creating and maintaining a two-week long \$200 Google ad campaign
- Provided keyword and user experience recommendations using SEMrush to improve web traffic for a non-profit
- Presented a Teams implementation strategy to a Microsoft Product Marketing Lead by analyzing the university market
- Recommended consistent brand and social media strategies by performing analysis and creating content mock-ups

Additional Experience

Teaching Assistant - BUS 202 Foundations for Collaborative Work Environments

January 2019 - April 2020 | SFU Beedie School of Business

- Shaped and influenced how course content was delivered by collaborating with instructors over four semesters
- Enhanced learning for 150+ students by facilitating discussions in motivations, group work, and conflict management
- Coached students in achieving full letter grade improvements by providing written and verbal constructive feedback
- Developed a global perspective through working primarily with students from various cultures and backgrounds

Beedie Living Learning Community Advisor

September 2017 - April 2019 | SFU Residence Life

- Helped 60 first-year university students succeed at university by providing peer-support and tailored event programming
- Addressed the financial, social and educational needs of students by organizing six creative monthly events
- Executed a large-scale event with 120+ attendees by leading a team of six and using creative marketing tactics
- Achieved 50% higher than average event attendance through email, social media, and word-of-mouth marketing

Interests and Additional Skills

- Outdoor Explorer: Countless day hikes, 5-day Chilcotin hiking trip, 3-day backcountry ski trip, Avalanche Skills Training 1
- Aquatic Enthusiast: indoor and waterfront lifeguard, taught over 150 swimmers, 5-time Ironman Canada lifeguard