IAN BARNARD

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A marketer that understands people and code. I build brand strategies and create websites and online campaigns that sell more stuff. Unique MBA-level training in Marketing and Brand Management.

SKILLS

- Brand Management
- Marketing Strategy
- Relationship management
- Market Research
- Digital Marketing

EDUCATION

Mini-MBA Brand Management (2019) & Marketing (2017)
Marketing Week Mini-MBA with Mark Ritson

https://mba.marketingweek.com/

B.A. Social Sciences
Department of Political Science
McMaster University
Hamilton, ON

Graduated with Distinction, 2013

WORK EXPERIENCE

Visit **www.ianbarnard.ca**
for featured work and projects.

Digital Content Strategist
Cougar Shoes

March 2017 - Present

Responsibilities
- Create and execute digital marketing strategies and campaigns
- Lead market research, web analytics and reporting to measure impact
- Manage e-commerce, front-end website development, copywriting, public relations agencies and social media

Achievements
- Launched new B2C e-commerce website in August 2017 with a 112% year/year increase in organic + referral traffic (no paid advertising)
- 25% year/year increase in e-commerce sales and revenue since launch

Marketing Specialist
JVS Toronto

February 2015 - March 2017

Responsibilities
- Lead all website and social media activities, including web analytics to measure impact
- Research, copywriting and graphic design for print and digital materials (brochures, advertisements, direct mail, etc.)
- Create and execute digital marketing strategies and campaigns to increase revenue and client referrals

Achievements
- Launched re-branded website in March 2015 that resulted in a permanent 20% increase in traffic and conversions
- Designed direct mail fundraising letter that raised +85% above campaign donation goal
- Created newsletter and Google Adwords campaigns with new landing pages and improved SEO to increase email and telephone business referrals by 55%