

## QUALIFICATIONS PROFILE

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Accomplished **search engine optimization (SEO)**, **Google Ads (online advertising)**, and **social media marketing** professional - teacher, corporate trainer, best-selling author - with 20+ years expertise in online media. Excited by **marketing, teaching** and **training**. Also skilled as an **expert witness** for litigation research and trial, with experience in depositions and actual trial testimony in both Federal and California Court.

### **Search Engine Optimization:**

~ SEO Page Tags, Density, etc.  
~ Link-building Campaigns  
~ Landing Page Optimization

### **Google Ads / PPC:**

~ Ad Strategy vs. Marketing  
~ Campaign Set up & Copywriting  
~ AdWords Certified

### **Social Media / Online PR:**

~ Twitter, Facebook, LinkedIn  
~ Youtube & Google+ Marketing  
~ e-Newsletters & press releases

### **Instruction | Training | Teaching ~ in the Above**

Custom **corporate trainings** for organizations, corporations & events in SEO / AdWords / Social Media  
**Adult business learning** at AcademyX, Stanford Continuing Studies, Bay Area Video Coalition  
**Online education** for a diverse audience of business, government, and non-profits across the globe

## PROFESSIONAL EXPERIENCE

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### **JM INTERNET GROUP - [HTTPS://WWW.JM-SEO.ORG/](https://www.jm-seo.org/)**

Founder, Senior Director, 2009-present  
Consulting and books on SEO, Google Ads, and Social Media.

#### Key Achievements:

- Enormously popular free online Webinars, promoted via email and social media (several thousand registrations!)
- Enormously popular in-depth courses on SEO, Social Media, and AdWords, offered online. Now offered exclusively via Stanford Continuing Studies.
- Over 11,500 followers on **YouTube**

### **PART-TIME TEACHING POSITIONS:**

#### **STANFORD UNIVERSITY - CONTINUING STUDIES - [HTTPS://CONTINUINGSTUDIES.STANFORD.EDU/](https://continuingstudies.stanford.edu/)**

Adjunct Faculty, *Marketing without Money* - Spring, 2011-2019. *Personal Branding* - Fall, 2014 to 2016. *Search Engine Optimization*, 2017 - Present. *Social Media Marketing* - 2017-present. Hands-on courses on social media marketing, SEO, and Internet public relations. Focus on how to achieve marketing buzz with no bucks. Amazingly positive student survey data (on request).

#### **BAY AREA VIDEO COALITION - [HTTP://WWW.BAVC.ORG/](http://www.bavc.org/)**

Instructor, October, 2011 - 2016  
Hands-on one-day crash courses in Search Engine Optimization and Social Media Marketing.

#### **ACADEMYX - [HTTP://WWW.ACADEMYX.COM/](http://www.academyx.com/)**

Instructor, *SEO, Google Ads advertising, Social Media* - May, 2009-2016  
Hands-on courses to multiple students in a business setting. Course themes are how to rise to the top of Google rank, how to manage complex advertising campaigns on Google AdWords, and the universe of social media.

#### **DEVRY UNIVERSITY - [HTTP://WWW.DEVRY.EDU/](http://www.devry.edu/)**

Adjunct Professor, *Marketing and Advertising Courses* - August, 2009-July 2011  
Hands-on courses to multiple students in a business setting. Experience with the new world of online and blended learning in a for-profit educational institution

## **EG3.COM - [HTTP://WWW.EG3.COM/](http://www.eg3.com/)**

Founder, Business Development Manager, Senior Editor - 1995-2015

Successfully started online Web publishing and Email newsletter business in hi-tech embedded systems space. Conceptualized Web portal (1995-), Email alert service (2001-), Research Reports & Customer Surveys (2002-), and Podcast / Webinars (2008-). Optimized website for Search Engine Visibility (SEO), and managed Google AdWords campaigns. Wrote blog, monthly newsletter, and in-depth survey-based marketing research. Podcast / audio interviews and webcasts with key technology vendors. Over 43,000 registered users, several hundred active vendor contributors, and 10+ advertisers.

## **MWMEDIA**

Sales Representative, 1994-1995

Prior to Internet revolution, conducted advertising sales into hi-tech sponsored directories. Extensive telemarketing and relationship-building with key vendors in the technology space. Worked as a spokesperson for Motorola (Freescale) and Intel in building the core directory and distribution component of their tools strategy

## **EXPERT WITNESS SERVICES**

SEO, Google Ads, Social Media Expert Witness, 2012-present

Researched and created in-depth reports on SEO, AdWords, and Social Media issues. Multiple depositions, and trial experience. Certified as an SEO and Social Media Expert in Federal Court; as a Social Media expert in California state court. References available on request.

## **EDUCATION**

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**Bachelor of Arts**, Russian Studies and Economics, Harvard University, 1985, *magna cum laude*

**Masters and Ph.D.**, Political Science (Economic Policy), University of California Berkeley, 1992

## **BOOKS - [HTTPS://JM-SEO.NET/8A0](https://jm-seo.net/8A0)**

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- *The Marketing Book* (First Published in 2018-present)
- *SEO Workbook* (First Published since 2010-present, consistently a bestseller in the SEO category)
- *Google Ads Workbook* (Published in 2018-present, a bestseller in the AdWords category)
- *Social Media Marketing Workbook* (Published since 2015-present; consistently a bestseller in the Social Media Marketing category)
- *The Marketing Almanac* – compilations of free Internet tools on SEO, Social Media Marketing, and AdWords (Published 2010 to present; companions to the books listed above).
- Over 1,000 cumulative reviews for books on Amazon; 4.5 star average

## **WORK SAMPLES**

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Jasonmcdonald.org - <https://www.jasonmcdonald.org/> (Blog, personal website)

JM Internet Group - <https://www.jm-seo.org/> (Corporate website, YouTube, Twitter, Facebook)

LinkedIn - <http://www.linkedin.com/in/jasoneg3>

YouTube – <https://youtube.com/jmgrp>

Twitter – <https://twitter.com/jasoneg3>