

Angie McKaig

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Profile

E-Business subject matter expert (SME) with 10+ years of leadership and management skills; specialties include online strategy, e-commerce and e-business consulting, content management, user experience design, web advertising and marketing. Objectives: to use my marketing, design, business and technology skills to strengthen web businesses and engage their audiences, attain KPIs and most importantly, hit profit targets.

Expert level skills in: product management, web and email marketing, conversion rate optimization, usability, copywriting and blogging, HTML and CSS, Photoshop, content production, online strategy.

Professional Experience

Online Product Director, Canadian Living, Homemakers & That's The Spirit

Transcontinental (May 2010 – present)

Online strategist, director of operations and manager of multi-million dollar operational and investment budgets (for CanadianLiving.com, Homemakers.com and That'sTheSpirit.com).

- Working closely with sales teams, created dozens of packages and/or products for clients
- Created and taught a Social Media / Online Customer Engagement course for both print and editorial teams - now a standard training package for an entire editorial division
- Led an increase in traffic of 24% in 8 months via SEO as well as new social media, PR and other marketing activities
- Worked with editorial and SEO teams to set strategic content and traffic KPIs
- Managed and coordinated cross-functional teams (sales, print & web editorial, marketing, developers, subject matter experts) with multiple stakeholders
- Protected EBIDTA during lean months and increased EBIDTA wherever possible by streamlining operational expenditures
- Evangelised the user experience, privacy, customer engagement and quality of content throughout the network

PRESIDENT and CEO

Pampered Media Corporation (PamperedPuppy.com) (April 2002 – August 2010)

Entrepreneur, managing team of 4 employees. Solely responsible for all business development, user experience design and marketing as well as small business consulting for dozens of clients.

- Editor-in-chief for 80+ issues of monthly publishing content including copy writing, copy editing, handing out assignments and vetting queried pieces
- Used search engine optimization (SEO), social media and PR marketing to generate traffic: 200,000 uniques/month
- Designed, merchandised, programmed and marketed an e-commerce shopping portal with over \$250,000 in sales per year
- Increased sales for B2B clients (as much as 300%) with usability and conversion rate consulting
- Developed and managed more than two dozen strategic partnerships
- Created all user experience design, web design, email, marketing and advertising design for website

TEAM LEAD, USER EXPERIENCE

Masterfile Corporation (May 2000 – May 2004)

Led a team of front-end developers in creating both client-facing and intranet web applications. Coordinated user interface projects between executive, business units, content developers, programmers and production staff.

- Business advisor and strategist for all E-Business projects
- Analyzed business needs, outlined project scope for many different internal and external web projects
- Created wireframes for web, intranet and e-commerce projects and led presentations to executive team
- Championed the development and use of UX processes such as personas, user testing, style guides and customer surveys
- Optimized information architecture for all internal and external web sites
- Coordinated Internationalization (I18N) and localization (L10N) for the web site: 33 different combinations of language and country
- Project managed B2C email marketing campaigns

PRESIDENT and CEO

Pathway to Darkness (PathwaytoDarkness.com) (October 1996 – February 2001)

Entrepreneur, owner and administrator of the largest vampire web portal online as well as spin-off entertainment sites. Sold business to new owners in 2001.

- Used grassroots SEO, social and PR marketing to build a base of 70,000 monthly uniques
- Managed social community of over 3,000

WEBMASTER

Rampart Securities/Exacttrade.com (August 1999 – May 2000)

Project leadership role including supervision of contract programmers and content creators, marketing planning and usability. Created information architecture and user experience design for three distinct web sites.

INTRANET DEVELOPER

Royal Bank (May 1998 – August 1999)

Programmed and re-engineered web applications from client-server to web-based Intranet systems including business reporting applications and DB2 data repository interfaces for development groups.

RETAIL STORE MANAGER

Agnew Shoes (May 1992 – September 1996)

Skills Experience

Business: Management, team leadership and motivation, entrepreneurial, hiring and training, product development, product management, determining business needs and project scope, market and competitive analysis, working with cross-disciplinary teams

Marketing: Email marketing and best practices, conversion rate optimization, SEO, social media, PR and media, campaign management, ad sales, Google Adwords, Google Adsense and Google Analytics, designing and executing contests and giveaways

User Experience: User interface and experience design, usability, wireframing, use case, site mapping and flowcharting, information architecture, personas, user surveys, style guides, visual design, web design, HTML and CSS

Content: Copy writing and copy editing, blogging, content management and policies (including copyright and privacy), creating style guides, SEO-friendly writing, headline writing, writing product reviews

Geek Cred: Adobe Photoshop, HTML, CSS, jQuery, PHP, MySQL, SQL, XML, Apache, Linux, Wordpress, Movable Type, OpenX/phpAdsNew, Microsoft Visio, CVS, Visual Source Safe, Microsoft Word, Microsoft Excel, Microsoft Office, Adobe Acrobat

Affiliations / Volunteer

COMMITTEE CHAIR, ELECTRONIC RESOURCES

Culinary Historians of Ontario

Voting member of the Board, advisor and coordinator of all electronic activities for this nonprofit organization.

Education

BUSINESS INFORMATION SYSTEMS

Fanshawe College

Two year course: programming, systems analysis, Internet, and hardware as well as economics, accounting and other basic business strategy classes. Maintained an A+ average.