

DAVE MCCLUNG



I am a clear communicator, a people person, and a business professional with a passion for pushing the envelope of my current abilities. This drive has taken me from French language studies, to business management and marketing, to roles in technical support, graphic design, video design, website design, digital marketing, copywriting, translation—and even a brief stint in door-to-door sales (so I know the struggle is real).

In order to accomplish my goals, I fully leverage the power of the Internet to teach myself the real-world skills that are now at the core of my day-to-day responsibilities. My online research skills are lightning-quick and I can find answers to the most obscure questions in the blink of an eye.



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ACCOUNT EXECUTIVE **INDEED.COM**

Toronto, ON
2015-Present
excellit.com

The world's #1 job site is growing fast, and at the heart of this hypergrowth is a buzzing online recruitment advertising sales team. As one of the consistent top performers, I was responsible for overattaining my quotas totaling hundreds of thousands of dollars within my first year.

I also developed strong client relationships and provided great value to clients and coworkers by developing a system to more precisely measure and forecast advertising campaign performance and ROI.

CORPORATE COMMUNICATIONS COORDINATOR **EXCELL IT INC.**

Mississauga, ON
2013-2015

At this fast-paced IT company, I came to wear many hats in this communications position. While managing internal and external communications, I enhanced client relationships and implemented feedback systems to improve internal service processes.

In managing our external communications, I independently redesigned the company website which involved strategic planning followed by server-side configuration, copywriting, graphic design, on-page SEO. This redesign and PPC campaigns have resulted in a continuous supply of qualified leads that account for most of the 2014 data center services client growth. I also undertook the project of redesigning and creating an extensive collection of print and digital marketing material, from large-format tradeshow booths, to brochures and whitepapers.

My diverse skillset and attention to detail has also allowed the company's service offering to grow to include digital marketing management, graphic design, and search engine optimization.

FOUNDER **SEAMLESS SOLUTIONS**

Toronto, ON
2013-Present

My digital marketing firm has granted me some amazing experiences working with local businesses across many industries, including healthcare and finance. Past projects include website design, copywriting, search engine optimization, and graphic design, aimed at optimizing user experience, resulting in increased web-generated leads.

BILINGUAL SUPPORT TECHNICIAN **EXCELL IT INC.**

Mississauga, ON
2011-2013

As a Support Technician, I provided thousands of corporate end-users with technical support for their computers, servers, mobile devices, printers, and other devices via telephone, email, remote control, and on-site assistance.

The intimate knowledge I have gained of Windows operating systems, networking, server configuration, and how technology works together (and often does not work together) allows me to troubleshoot and solve technical problems that would otherwise prevent me from progressing in my work. The need to solve strange new problems quickly for clients has developed my speed-researching and problem-solving skills, which is an ability that has been endlessly helpful in all other aspects of my professional and personal life.

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During university I discovered the world of business and the entrepreneurial drive was awoken within me. Over the past few years, I have had more business ideas than I can count across industries ranging from mail-order subscriptions of baby diapers, to importing and distributing acrylic headphone stands.

While most ideas fizzled out or failed, I have gained a depth and breadth of experience that would normally take many years to accumulate as a head-down, punch-in and punch-out office employee.

I continually bring my fresh, imaginative perspectives to every workplace to strive for never-ending innovation.



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PARTNER MEGADESK

Toronto, ON
2016-Present
getmegadesk.com

I co-founded a sit/stand standing desk company. Starting from building a prototype in my condo living room to having a Mennonite manufacturer with production capacity of hundreds per week, I grew the business by leveraging ecommerce through Amazon and other online marketplaces.

OWNER GOPRO RENTALS TORONTO

Toronto, ON
2015-Present
goprorentalstoronto.ca

Everybody thinks GoPro cameras are cool, and anybody would want one, but it can be hard to justify the hefty price tag to buy one and seldom use it. I decided to start up a rental business, and now have GoPros being rented and taken all around the world with happy customers.

FOUNDER HAWKSPOT

Waterloo, ON
2013-2014
hawkspot.ca

Shortly after graduating from Wilfrid Laurier University, I decided to combine my web development skills, intimate knowledge of the university journey, and my newfound free time to create a student resource that I had always wished existed. Enter, Hawkspot.

Hawkspot took 4 months from inception to launch. That included developing the website's infrastructure, preparing content schedules, and developing promotion strategies. Using Facebook, Twitter, email marketing, and a personally funded tuition giveaway contest, I grew an active user base to 6% of the school population in under 30 days for my site that offered student tips, study notes, entertaining photo and video galleries, and textbook/roommate classifieds.

I then monetized the site by selling advertising space on the Hawkspot website, email newsletters, and social media to local businesses that benefited from direct access to a highly-targeted student market. Sponsored links in emails saw average click-through rates of 7%.



WILFRID LAURIER UNIVERSITY FACULTY OF ARTS

Waterloo, ON
2009-2013

FRENCH HONOURS BACHELOR OF ARTS

Studying the French language perfected my written and conversational language abilities, enhancing my ability to communicate meticulously in both English and French. My focus in Business explored subjects including accounting, operations, finance, human resources, and a focus in marketing.



SKILLS

Digital Marketing
Copywriting
Web Development
Graphic Design
Growth Hacking
Windows OS
Inside Sales

SOFTWARE

Microsoft Office
Photoshop
Illustrator
InDesign
After Effects
Acrobat Pro
Hootsuite



LANGUAGES

English
French
Spanish (limited)