

Jason Mckinnon

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Marketing Specialist

Detail-oriented Web designer with a strong foundation in product design, user research, and marketing. Proven success in both technical sales and marketing roles, combining strategic thinking with hands-on skills in usability testing, SEO, and service design. Experienced communicator with a passion for improving digital experiences and solving complex user problems.

Skills

Web Design | Mobile Design | User Experience Design | Search Engine Optimization | Copywriting |
Marketing Strategy | User Research | Market Research | Usability Testing | Service Design

Employment Experience

Web Response

September 2023 – Present

Marketing/Content Intern

- Achieved top 5 search engine rankings among targeted keywords for clients using both on and off-page search engine optimization techniques.
- Increased organic traffic by 38% over 3 months for a B2C client by implementing on-page SEO and keyword optimization.
- Increased landing page conversions by 12% and reduced bounce rate by 17% by redesigning a high-traffic page based on UX insights.
- Wrote, edited, and implemented web copy for client websites across multiple industries, growing site traffic and improving conversion.

Rogers

January 2024 – Present

Technical Sales Specialist

- Increased Mastercard attach rate to 25% weekly (12% above store average) by identifying customer needs and creatively overcoming objections.
- Ranked in the top 15% of regional sales reps by consistently exceeding targets for service and accessory add-ons through consultative selling.
- Consistently achieved the highest in-store accessory revenue by leveraging superior product knowledge and effectively aligning product value with users' needs.
- Maintained a 100% customer satisfaction score by delivering empathetic, personalized, and technically accurate service.

Education

Bachelor of Arts, B.A., Global Business & Digital Arts

2024

University of Waterloo

- Graduated with Distinction (top 10%) by maintaining strong academic performance across UX design, digital marketing, and business coursework.
- Achieved an 86% final grade on a mobile app project by leading UX/UI design, prototyping, and presenting a polished MVP in a 4-person team.
- Strengthened cross-cultural collaboration skills by working on a semester-long group project with international peers, resulting in an 89% final grade and praise from faculty.
- Programmed a responsive website using HTML, CSS, and JavaScript to familiarize myself with the languages, and to learn UX best practices.