

PROFESSIONAL EXPERIENCE

Amadesa Evanston, IL Jun. 2008 — Present
Series A funded website testing & personalization company / SALES ENGINEER

- ▶ Supported 8 sales reps with pre-sales solution planning, customer presentations, product demo's and technical website evaluations while selling into Internet Business Top 1000.
 - ▶ Top clients closed in 2009 include – **PCconnection.com**, **Mary Kay**, **General Mills**, **Petco**, **ShoeBuy.com**, **Veer.com**, **Taylor Corp**, **Brady Corp**, **iS3 & SmoothFitness.com**.
 - ▶ \$900,000+ closed in 2009.
- ▶ Co-Developed strategic relationships including:
 - ▶ Partnership with **Thanx Media** to develop an integration between Amadesa and **Endeca**. Developed a product to test **Endeca** relevance ranking, search page layout, guided navigation and merchandising.
 - ▶ Partnership with **Truste** to test the effectiveness of the **Truste** logo.
- ▶ Managed technical projects including:
 - ▶ Building and maintaining demo store on **Magento Commerce**.
 - ▶ Building and maintaining company forums utilizing **Vanilla Forums**.
 - ▶ Administering **SalesForce.com** including Customized Reports and Dashboards.
- ▶ Other projects include:
 - ▶ Maintaining companies **Twitter** account.
 - ▶ Leading team to develop new company website on **Drupal**.
- ▶ Promoted within 2 months from Optimization Manager to Sales Engineer.

Computer Solutions Chicago, IL Nov. 2004 — Jun. 2008
Web and computer consulting company / FOUNDER

- ▶ Created a loyalty referral program that helped increase revenue 200% in 2007.
- ▶ Grew client base from 0 to over 85 by leveraging guerilla marketing techniques.
- ▶ Created and implemented Search Engine Optimization campaigns resulting in top Google ranking for over 10 websites.
- ▶ Developed 25+ strategic web based marketing campaigns for companies like Chicago.com, Olds Products & The Chicago Glaucoma Consultants.

TheCouponAuthority.com Chicago, IL Nov. 2004 — Jun. 2007
Affiliate Marketing Website / CO-FOUNDER

- ▶ Developed pay-per-click marketing & SEO campaigns resulting in site traffic increases of over 400% with as many as 3,500 unique visits a day at peak times.
- ▶ Envisioned, designed and implemented a loyalty cash back program that grew membership from 0 to over 1,800.
- ▶ Increased revenue 300% to \$30,000 and affiliate sales 200% to \$380,000 in 2006.

JOHN BLAKENEY MACLEOD

EDUCATION

DePauw University Greencastle, Indiana BA, May 2004
Major: Economics & Management, Minor: Computer Science, 3.12 Cumulative G.P.A.
‣ President – Sigma Alpha Epsilon Fraternity

International Study Alicante, Spain Fall 2003
‣ Completed 1 semester at the Universidad de Alicante

SKILLS & INTERESTS

- **Web Design:** HTML, XHTML, CSS, PHP, JavaScript, jQuery
- **Networking & Servers:** TCP/IP, Firewalls, Proxy Servers, DNS, DMZ, VPN
- **Software Packages:** MS Office, Windows, OS X, Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, Salesforce, WordPress, Tumblr

CONFERENCES ATTENDED

- **Shop.org Annual Summit** – Las Vegas 2008, 2009
- **Ad Tech** – Chicago 2008, 2009
- **eTail West** – Phoenix 2009
- **Endeca Discover** – Boston 2009
- **Internet Retailer** – Boston 2009

For more details, please visit BlakeMacleod.net