

MAURICE MUISE

B . A . , M . A . D E V E L O P M E N T E C O N O M I C S

COMPETENCIES

DIGITAL MARKETING

- Certified E-Marketing Professional (Canadian Marketing Association)
- Executed email marketing, pay-per-click advertising, and social media marketing campaigns, as well as conversion optimisation
- 15 years' experience in web strategy and digital marketing

WEB ANALYTICS

- Extensive experience using Google Analytics across dozens of websites, including set-up, interpreting data and writing reports
- Contributed to development and set-up of centralised web analysis projects at Treasury Board Secretariat

MARKET RESEARCH

- Conducted qualitative and quantitative research projects in Canada and India
- Managed complex public opinion research projects for three GoC departments
- Completed extensive research methods coursework at Master's level
- Completed courses for Certified Marketing Research Professional designation

PERFORMANCE MEASUREMENT

- Developed logic models, performance measurement frameworks, and key performance indicators for several GoC departments

ADAPTABILITY

- Lived and worked in United Arab Emirates, India, Turkey, and Bali
- Worked in diverse settings in both private and public sectors

PROFESSIONAL EXPERIENCE

SEPTEMBER 2012 –
PRESENT

Self-Employed – Ottawa, Canada & Bali, Indonesia

Online Entrepreneur & Digital Marketing Consultant

Operated my own portfolio of for-profit websites

- Conducted online market research to determine needs of target audience
- Increased traffic via search engine optimization and pay-per-click advertising (Google Adwords, Facebook Ads, and Bing Ads)
- Built relationships with customers through behaviourally-targeted email marketing
- Increased email subscriptions and sales through conversion optimisation
- Taught others how to make money online through my blog (www.KeywordsBlogger.com)

FEBRUARY 2006 –
SEPTEMBER 2012

Environment Canada – Ottawa, Canada

Program Manager – Online Marketing, Outreach Division

Managed all aspects of online marketing and marketing research for Outreach Division

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- Participated in the development of logic model for Outreach Division, and monitoring framework for Vehicle Scrappage program.
- Executed online marketing tactics involving social media marketing, email marketing, search engine optimisation, and pay-per-click advertising.
- Started, and managed, department's first Twitter account.
- Led development of new "Action & Learning" (A&L) website, from crafting objectives of site, identifying target audiences based on psychographics, developing architecture of site based on market research on client needs, etc
- Crafted online marketing plan for A&L website several years consecutively
- Managed numerous marketing research projects, including secondary research and website usability testing
- Advisor to consumer behaviour research study (sustainable consumption)

NOVEMBER 2004 –
FEBRUARY 2006

Foreign Affairs Canada – Ottawa, Canada

Marketing Coordinator, Government On-Line (GOL) Initiative

Managed market research & promotion for Non-Canadians Gateway of Canada Site

- Wrote first comprehensive marketing plan for www.CanadaInternational.gc.ca covering 2005-06
- Executed range of promotional tactics, including email marketing, search engine optimization, internal communications tactics, & e-learning tool
- Chaired inter-departmental marketing working group (Canada International Marketing and Client Research Working Group)
- Conceived and implemented Gateway's first regular (monthly) performance measurement "dashboard"
- Drafted research plan for 2005-06 to gain understanding of segmented client needs and perceptions
- Conceived, planned, and implemented largest on-line survey ever undertaken by Foreign Affairs Canada. Survey was administered in eight languages across thirty-six websites
- Conceived, planned, and partially implemented qualitative research with staff at Canadian missions overseas. (Left mid-way through project to take up position at Environment Canada.)
- Sat on various inter-departmental GOL working groups as representative of Foreign Affairs Canada

JUNE 2003 –
NOVEMBER 2004

Treasury Board of Canada, Secretariat – Ottawa, Canada

Analyst, Government On-Line Initiative (GOL)

Contributed to market research and promotional work of Gateways and Clusters

- Compiled, and wrote portions of, publication entitled *Canada Site, Gateways and Clusters: Best Practices Guide to Public Opinion Research*
- Assisted public opinion research managers in development of methodologies to assess needs of Canada Site (www.canada.gc.ca) clients
- Participated in the development of performance measurement framework
- Supported the execution of coordinated web metrics project, including analysis of web traffic trends across multiple sites and co-authoring discussion papers
- Served as coordinator of GOL Marketing Working Group. Involved

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conducting analysis of, and providing advice on, marketing initiatives, as well as working continuously with the Chair to push forward work of the Group

- Contributed to the development of an internal communications (“engagement”) strategy as member of a working group
- Served as active member of the GOL Client Research Working Group

MARCH 2002 –
MARCH 2003

Treasury Board of Canada, Secretariat – Ottawa, Canada

Analyst, Employment Equity Division

- Conducted secondary research, and wrote research briefs, on employment equity issues
- Participated in statistical analysis of 2002 Public Service Employee Survey
- Contributed to development of TB submission for fund to succeed “Embracing Change” fund

APRIL 2001 –
FEBRUARY 2002

Atlantic Provinces Council on the Sciences – Halifax, Canada

Researcher, Youth Education and Communications Program

- Devised and administered survey of students to understand difficulties encountered in transitioning from high school to university
- Project involved literature review, questionnaire formulation, sample selection, and collection of data in 70 classrooms across 14 universities

AUGUST 2000 –
MARCH 2001

Intl. Crops Research Institute for the Semi-Arid Tropics – Hyderabad, India

Researcher, Socioeconomic and Policy Program

- Designed and executed survey in eight Indian villages as part of Master’s thesis research. Researched the impact of socio-economic change on the behaviour of natural resource users while affiliated with the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT)
- Received field research methods training from ICRISAT scientists
- Contributed to activities related to ICRISAT’s Village-Level Research Program

SEPTEMBER 1998 –
MAY 2000

Dalhousie University – Halifax, Canada

Master’s Student, Department of Economics

- Completed coursework as part of Master of Development Economics program
- Completed numerous Master’s-level research courses, covering fieldwork methodologies, statistical data analysis techniques, etc.

NOVEMBER 1997 –
AUGUST 1998

Various regions of India, Malaysia, and Australia

Backpacker

- Travelled through various parts of Asia and Australia

OCTOBER 1995 –
OCTOBER 1997

Breakers Billiard Club – Halifax, Canada

General Manager

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- Profitably managed ten-member staff on a day-to-day basis
- Duties included purchasing, marketing, and staff management

DEC. 1993 – JULY
1995

Merrill Lynch International & Co.– Dubai, United Arab Emirates

Registered Portfolio Manager, Retail Client Division

- Managed investment portfolios for individual clients. Work required a solid understanding of a wide array of investment vehicles and markets, as well as the interpersonal skills needed to nurture business relationships
- Completed National Association of Securities Dealers (NASD) Series 7 course (score: 87%).

SEPT. 1993 – DEC.
1993

AIIESEC International – Kayseri, Turkey

English Instructor

- Worked as an English instructor as part of the AIIESEC (International Association for Students of Economics and Commerce) exchange program.

EDUCATION

2008

- **Certified E-Marketing Professional** (Canadian Marketing Association)

2007

- **Certified Marketing Research Professional** - Worked toward designation through Marketing Research and Intelligence Association. Core courses completed:
 - Fundamentals of Marketing Research
 - Qualitative Marketing Research
 - Marketing Research on the Internet
 - Marketing Research Design: An Applied Course
 - Market Segmentation Research
 - Communicating Research Results with High-Impact Graphs
- Other research courses completed:
 - Questionnaire Design, Statistics Canada
 - Getting to Know WebTrends (web analytics software course)

2001

- **M.A. Development Economics** – Dalhousie University, Halifax, Canada

2000

- **Shastri Indo-Canadian Institute Scholar** – nine-week field class in India

1992

- **B.A.** – Saint Mary's University, Halifax, Canada

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AWARDS/PUBLICATIONS/PAPERS PRESENTED

- AWARDS
- Canadian International Development Agency “Innovative Research” Award (2000)
 - Celanese Canada Internationalist Fellowship (2000)
 - Shastri Indo-Canadian Institute Summer Programme in India Fellowship (2000)
 - Shastri Indo-Canadian Institute Language Fellowship (Hindi) (1999)
- PUBLICATIONS
- “The Impact of Socio-economic Change on Common Property Resource Regimes: Evidence From Madhya Pradesh, India”, Discussion Paper, Socio-economic and Policy Program - International Crops Research Institute for the Semi-Arid Tropics, Andhra Pradesh, India, April 2001.
 - “Science Enrolment Trends in Atlantic Canadian Universities, 1984 – 1998”, Discussion Paper, Atlantic Provinces Council on the Sciences, Halifax, Canada, May 2001.
- PAPERS PRESENTED
- “An Assessment of Joint Forest Management as Community-Based Development: The Case of Madhya Pradesh, India”. Paper presented at the Canadian Association for the Study of International Development’s 17th Annual Conference, “Language, Culture and Community in International Development”, May 27th – 29th 2001, Université Laval, Quebec.
 - “Socio-economic Change and Common Property in Madhya Pradesh: Some Preliminary Observations”. Presentation given to staff of Socio-economic and Policy Program, International Crops Research Institute for the Semi-Arid Tropics, February 11th 2001, Patancheru, Andhra Pradesh, India.

ACHIEVEMENTS

- Competitor for, and manager of, the Canadian team at the 1992 World Amateur Surfing Championships, Lacanau, France
- President of the Canadian Surfing Association, 1995-1997
- Organizer of the 1992 Canadian Surfing Championships, Lawrencetown Beach, Nova Scotia, Canada
- Certified Open Water Scuba Diver
- Black stripe in Tae Kwon Do

References Available Upon Request