

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

- | | |
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| DIGITAL
MARKETING | <ul style="list-style-type: none">■ 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 | <ul style="list-style-type: none">■ 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 | <ul style="list-style-type: none">■ 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 | <ul style="list-style-type: none">■ Developed logic models, performance measurement frameworks, and key performance indicators for several GoC departments |
| ADAPTABILITY | <ul style="list-style-type: none">■ Lived and worked in United Arab Emirates, India, Turkey, and Bali■ Worked in diverse settings in both private and public sectors |

PROFESSIONAL EXPERIENCE

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| MARCH 2017 –
OCTOBER 2017 | Employment & Social Development Canada – Ottawa, Canada
Senior Web Analyst – Digital Service Directorate
<i>Worked in casual position with digital analytics group</i> <ul style="list-style-type: none">■ Conducted web analytics study of Canada Pension Plan's online presence (designed study; aggregated & analysed qualitative/quantitative data; produced report and presentation materials)■ Created online performance measurement framework for GC service programs■ Created performance measurement training framework/materials for GC web content managers |
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SEPTEMBER 2012 –
PRESENT

Self-Employed – Ottawa, Canada

Online Entrepreneur & Digital Marketing Consultant

Operate 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 online entrepreneurship 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

- 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 "Take Action for the Environment" 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 Take Action website several years consecutively
- Managed numerous marketing research projects, including secondary research and website usability testing
- Advisor to consumer behaviour research study (sustainable consumption)
- Participated in the development of logic model for Outreach Division, and monitoring framework for Vehicle Scrappage program.

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

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- 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 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

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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

- 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

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- 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

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.

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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