

Robert McLeod

Frisbee Ambassador with 6 Guinness World Records and 12 World Championships

I see things that aren't and ask why not. I challenge conventional thinking. I aim to inspire and motivate through my actions and words. I'm passionate, genuine and honest. I am a possibilitarian.

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SKILLS

Public Speaking, Social Media Marketing, Email Marketing, Website Development & Design, CRM, SEO/SEM, Web Analytics, Public Relations, Video Production, Leadership, Mobile Marketing, Digital Media, Sales

EXPERIENCE

October 2013 to
Present

Frisbee Rob

Motivational Speaker & Frisbee Ambassador

I speak about physical literacy, resiliency, getting unplugged, being a possibilitarian, and I run workshops to show what's possible with a frisbee and what's possible with frisbee.

I am also a global ambassador for flying disc through competing, teaching, demonstrating, events, and program development.

July 2015 - July
2017

World Flying Disc Federation (WFDF)

Director of Communications and Global Media

Assist the executive staff and officers in writing press releases, identifying content and managing the WFDF's Facebook and Twitter pages, establishing a Youtube presence, and ensuring that the WFDF takes advantage of the evolving opportunities in social media in order to better communicate with all of the WFDF's stakeholders and audience. My overall goal is in raising the visibility of flying disc sports globally within the disc community and the general population.

May 2010 to
June 2013

International Fitness Holdings Inc.

Digital Media Manager

Oversaw the web properties for World Health, Spa Lady and Bankers Hall Club. Managed a \$20,000/month online marketing budget. Consistently increased traffic, shares and interactions month over month in my 3 years with IFH. I was also responsible for initiatives such as the mobile app, the mobile website, digital signage, a digital magazine and our workout of the week video series.

May 2007 to
April 2010

Carma Developers LP

Internet Marketing Coordinator

Developed Joomla powered Intranet. Built community websites, implemented email marketing campaigns, and prepared monthly web analytics reports for the sales team. Launched a Facebook Ads campaign that resulted in new home sales for our most popular communities. Researched cutting edge technologies and tools for further growth of the brand.

January 2005 to
Present

Various Clients including Xavier Rudd, Gian-Carlo Carra and Reps Fitness

Wordpress Developer

Working with a variety of designers, I take the design files, create custom css/html and then build that into a Wordpress template. I work with the client to ensure all of the features they want are included using Wordpress plugins and that they have a mobile website using WPTouch Pro.

October 2010 to
January 2018

Gian-Carlo Carra

Webmaster/Social Media Advisor

Serve as the webmaster and social media advisor for Gian-Carlo Carra from his initial election campaign to numerous re-election campaigns. We owe a lot of his success in connecting with his constituents to how he uses social media to share updates and his views, and using the online space to inform and update about his platforms.

EDUCATION

2006 to 2010

The University of Calgary

BComm

Major in Entrepreneurship and Innovation

2001 to 2005

Dalhousie University

Diploma

Diploma in Electrical Engineering

CERTIFICATIONS

August 2014

Adwords Certification

Google

The AdWords certification covers the fundamental aspects of online advertising and campaign management, using Google tools like AdWords, Analytics and DoubleClick.