JON MACDONALD

Web Development Manager | AI Transformation & Operations | Claude Code, Jira, WordPress

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Summary

Digital delivery leader with 8 years of progressive experience across project management, account management and web development. Currently leading the web development team at a Calgary digital agency, after leading its account management team. Redesigned the agency's web production workflow around AI, cutting landing page turnaround from 2 weeks to 3 days at over 50% lower cost, and designed the processes and tracking that reduced missed deliverables by 85%. Skilled at turning bottlenecked teams into measurable, repeatable operations using AI tools, Jira and the Entrepreneurial Operating System (EOS).

Experience

CAYK Marketing, Calgary — 07/2024 – Present

Web Development Manager — 05/2026 – Present

- Lead web development and AI-driven process transformation for a full-service digital agency: a hybrid in-house and international team (3 direct reports) across 50+ client websites, run on EOS with weekly scorecards, quarterly Rocks, one-on-ones and Jira-based estimation.
- Moved from leading account management to lead the web development team when it was a major operational bottleneck, and cleared its backlog within the 3 months I was given.
- Redesigned how web work moves through the team, combining AI tools (Claude Code, ChatGPT), a structured design system and fewer revision loops: landing pages from 10 business days to 3 (70% faster) and production cost down over 50%.
- Rebuilding the Jira system with the project manager, using AI, to standardize task scoping and produce reliable performance data across teams.
- Launched a managed hosting service and redesigned the CAYK Care maintenance plans, owning service design, packaging, pricing and rollout of a new recurring revenue stream.
- Zero breaches across 30+ client WordPress sites since standardizing security: audits, tiered remediation, mandatory two-factor authentication (2FA) and firewalls.

Director of Accounts — 04/2025 – 04/2026

- Cut missed deliverables 85% (~20 a month to ~3), monthly reporting time 75% (6 hours to 1.5) and average project turnaround by 15 days, through the tracking systems, Standard Operating Procedures (SOPs) and leadership training I designed.
- Cut new-hire ramp-up 60%, from 12 weeks to ~5, through structured onboarding, coaching and performance management, leading 4 account managers across Pay-Per-Click (PPC), Search Engine Optimization (SEO), web and creative retainers.
- Held client retention above the 90% target and closed 2025 at 8% annual churn, against a 10–15% goal.
- Owned departmental Key Performance Indicators (KPIs) (retention, satisfaction, process adoption, team performance) and the handoffs between Sales, Account Management and delivery, and partnered with leadership on capacity planning; reported to executive leadership.
- Built leadership training documentation and a scalable onboarding framework to support succession planning.

Client Account Manager — 07/2024 – 03/2025

- Promoted to Director of Accounts within 9 months.
- Managed 20–25 retainer accounts worth $60,000 in monthly recurring revenue across PPC, SEO and content marketing, including new-client onboarding and account expansion plans with leadership.
- Led internal process audits and wrote the training materials that standardized onboarding, reporting and campaign optimization.

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Communications Advisor, Alberta Bone and Joint Health Institute 01/2023 – 05/2024

- Owned a three-year marketing and communications strategy and roadmap, managing external agencies and vendors and reporting on communication metrics.
- Designed new brand elements and messaging across the website, documentation, presentations, social media, press releases and newsletters.
- Designed a new SharePoint information architecture that gave teams consistent, accessible source material.

Advisor, Creative Project Manager, Nutrien 01/2021 – 01/2023

- Project managed global internal and external communication campaigns, planning and executing strategy with senior leadership.
- Balanced multiple priorities, stakeholders and timelines on large brand strategy projects for internal clients.
- Managed external vendors and agencies on large-scale brand and communications projects, including paid advertising and digital media.
- Monitored and reported key performance metrics to senior leadership for strategic planning and process improvement.
- Trained and enabled staff on the company's global Data Asset Manager (DAM).

Project Manager, Cornerstone Digital 09/2019 – 09/2020

- Managed a seven-member cross-functional team (web developers, information architecture specialists, quality assurance (QA) testers, contractors and support) launching e-commerce and corporate websites with budgets up to $100,000.
- Introduced Kanban timeline tracking, increasing critical deadlines met on time and within budget by 30%.
- Coordinated projects from proposal to launch using Waterfall and Agile (Scrum and Kanban), as the key contact for clients and external stakeholders.

Digital Marketing Executive, New Wave 10/2018 – 09/2019

- Led a team of five (designer, digital marketers, support) delivering campaigns for 15 client portfolios.
- Grew website traffic 275% year over year for one of Calgary's larger landscaping companies, and lifted marketing qualified leads (MQLs) up 150%, from ~25 to ~62 a month, through Google Ads and Facebook Ads.
- Developed and executed SEO strategies across multiple client projects.

Skills

AI and automation: AI-driven workflow design · AI-assisted process improvement · Claude Code, ChatGPT · Design systems for AI-assisted production

Leadership and operations: Team leadership and coaching · KPI ownership · Capacity planning · EOS (scorecards, Rocks)

Delivery and process: SOPs and process documentation · Workflow and reporting design · Vendor and stakeholder management · Scrum, Kanban and Waterfall

Tools: Jira, WordPress, Astro, SharePoint, Google Ads, Facebook Ads

Education

- Digital Graphic Design Diploma, Mount Royal University, 2015
- Bachelor of Arts, Economics, University of Calgary, 2010

Board

- Director, Marketing, YYC Music Awards Foundation, 01/2022 – 09/2023. Led marketing and external communications for the annual awards event.

Interests

3D printing and design · Songwriting · Disc golf