

# Mark McDonald

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## Summary

Over the past 6+ years, I have focused my career on managing projects, leading teams, and guiding people from one phase to another. The pillars of my work are integrity, innovation, and commitment. I work side by side with people and teams to help accomplish their goals and OKRs.

## Skills

**Software Development:** JavaScript, HTML, CSS, Bootstrap, NodeJS, PostgreSQL, MySQL, JIRA

**Project/Product Management:** Data Analytics, Google Analytics, AdCentral, Survicate, Intercom, Product Development, Project Planning, Strategic Planning, Google Suite, User Research

## Experience

Indeed

Feb 2016 - Present

Project Manager - Enterprise

### **Project Management:**

- **Candidate Resource Center** — Collaborated with designers and developers to launch a scaled career coaching services website. The technical resource center allowed Seen jobseekers to consume content as needed, while also expanding the bandwidth of the Career Coaches.
  - **Timeline:** 10 weeks to complete and launched in Q3 2019
  - **Analysis:** 3X increase in consumption from Q3 to Q4 and generated 37,766 total interactions with articles, videos, PDFs, Cheat Sheets, and webinars for Seen jobseekers
- **Video Resume Reviews (Vidyard)** — As I entered into the role of Team Lead, I focused on scaling resume reviews by phone calls, and wanted to expand the test of emailed reviews started by the other Team Lead. I constructed a test of video asynchronous resumes reviews in Q1 2019 and full implemented Q2.
  - **Timeline:** 4 weeks from scope through tests. Continued for 4 quarters, until Cv Compiler
  - **Analysis:** Increase of +250% from Q1 2019 to Q2 full implementation. Increased capacity of the Career Coaches to increase their resume reviews by 10% quarter over quarter.
- **CV Compiler** — Initially scoped and tested 15 resumes in Q2 19' as a proof of concept for an automated resume review. I worked as Project Manager to build and test out tech specific resume feedback for both internal Seen candidates as well and greater Indeed teams. The Seen TS team worked to build out coaching suggestions and feedback as I worked with the CAT team.
  - **Timeline:** Q3 & Q4 to build the framework, test, and finalize feedback for all Seen roles
  - **Analysis:** Q1 19, CV Compiler reviews account for 62% of the total 4,619 resume reviews. As of April 20', CV Compiler fully automated nearly all inbound resume requests
- **Candidate Advocacy Team (CAT)** — joined a 4-person Tiger Team for 15 weeks to better the candidate experience on Seen. The goal was to create a positive, value-driven experience for our candidates using improved NPS as a barometer for success.

### **Projects**

- **Seen Career Hub** — Created a coaching and career services experience as the top of funnel point, prior to showing or matching to jobs. This test generated a +19 NPS based on a 7-day survey cadence. Site fully integrated into Seen, January 2020
- **ATS Parser** — We explored and built a value-add tool known as the ATS Parser. This tool exposes the output of Sovren so that candidates can see how an ATS system interprets their resume, including summary data for hiring managers and any gaps/areas

for improvement. This toll had an 87% usage rate with more than 1/3 of the users using it more than once. The overall CSAT score was ~3.8 out of 5.0.

#### People Management:

- Managed and helped grow a Talent Services team of 12-16 people with another Team Lead. Leading both Career Coaches and Guides who were dedicated to delivering quality services
- Drove transparent feedback loops that resulted in informative Quarterly Reviews where I developed individualized performance plans to ensure positive career progression
- Monitor workflow of the team to ensure individual goals were met that would lead to successful OKRs. All while working with product on process inefficiencies and improvement opportunities
- Partnered with the other Team Lead & Director of Product Strategy on direction, strategy and growth of teams.
- Conducted regular 1:1s with team members, while also provide coaching, mentoring, and constructive feedback to team members to help develop them professionally.
  - Strategized with the TSEs through bi-weekly 1:1s for best practices and goal setting
  - Evaluated pod TSE's metrics of Mutual Interest, Career Coaching calls, and NPS
  - **Career Coaching:** helped pod outperform the goal by +94% HTD
  - **Mutual Interest:** achieved +95% baseline goal, which was over the Prime 20K MI goal
  - **NPS:** pod accounted for 52.5% of total responses with an average NPS score of +27.35. Every pod member also drove at least +20% more responses than metric baseline

#### Speaking Engagements:

- GitHub Universe [Demo Desk](#) — Interviewed a Tesla SDET hired through Indeed Prime
- Indeed Prime [marketing video](#) — Conceptualized, planned, and provided voice-over talent
- Seen “Resume Formatting” [video](#) — Established proof of concept for Seen coaching videos

#### • Product Evangelizing & Candidate Facing Events:

- Rails Conference Kansas (2016) - Speaker
- PyCon Portland (2017)
- Developer Week SF (2018)
- GitHub Universe SF (2018) - Speaker
- Developer Week NYC (2019)
- Girlboss Rally Los Angeles (2019)
- CIRR & Indeed Partnership Pitch NYC (2019) - Speaker

#### Indeed Prime

Senior Talent Services Executive

July 2018 - Feb 2019

#### People Management:

- With the absence of a Talent Services Manager, I assisted my Team Lead by helping to manage a 3 person TSE pod from Q4'2018 – Q1'2019, when I was promoted to Team Lead:
  - Strategized with the TSEs through bi-weekly 1:1s for best practices and goal setting
  - Evaluated pod TSE's metrics of Mutual Interest, Career Coaching calls, and NPS
  - **Career Coaching:** helped pod outperform the goal by +94% HTD
  - **Mutual Interest:** achieved 95% of baseline goal, which was over the Prime 20,000 MI goal
  - **NPS:** pod accounted for 52.5% of total responses with an average NPS score of +27.35. Every pod member also drove at least +20% more responses than metric baseline
- **GoToWebinar** — Explored scaling the coaching services to more candidates by taking a 1-to-many approach.
  - **Timeline:** signed with GoTo in Q1 2019 and set to exceed 100+ webinar in Q1 2020
  - **Analysis:** Tested 5 coaching webinars in Q2 to 1,504 attendees. Doubled down with ~48 smaller and more consistent webinars in Q3. In Q4 of 2019, webinar attendees nearly matched the phone call bookings (1,576 webinar attendees vs 1,611 phone calls)

#### Seen Trainings:

- **“Knowing Your Market”** - Researched, built, and trained employees on market segmentation for the Indeed Prime job seeker team
- **“Zero Contact Strategy”** - Conceptualized and implemented a training that focused on candidates with no employer contacts, resulting in +50% increase in candidate NPS scores
- **“Candidate-to-Client Hand Matching”** - Championed and lead the facilitation of a matching initiative. This included researching, building content, and training all 30+ teammates, as well as leading secondary trainings for continuous learning and improvements

**Training & Facilitation Experience:**

- Severed as Lead Host for Indeed’s **“The Network: Motivation”** round table discussion
- Successfully planned and built out the framework for the group with a 12-week process end-to-end: set goals, facilitated meetings, streamlined content, and met with instructional designers.
- Conducted meetings with the APAC Lead Host and collaborated with the E&D Designers to create the Motivation main slide deck

**Employee Development Team + Indeed Prime:  
“Keeping Insights Alive”**

- Collaborated and coordinated 3 separate KIA sessions (20+ attendees) with the Employee Development Team for Indeed Prime:
  - Class 1. Insights Refresher
  - Class 2. Insights KIA: Adapting & Recognizing Type
  - Class 3. Radioactive Waste Team Activity

**Indeed Prime**  
Talent Services Executive

**Feb 2016 - July 2018**

**Job Seeker Career Coaching:**

- Daily 1-on-1 consultation phone calls with software engineer and IT jobseekers. Consistent high-performer at onboarding 85%-90% of Prime candidates prior to their 1<sup>st</sup> day on Prime
- Coached 3k-4k technical job seekers through: **Profile** enhancements for stronger visibility, **Resume Reviews, Behavioral Mock Interviews, Salary Negotiation, and Offer Evaluation**
- Tracked & managed highly skilled technology driven jobseekers for 12-week job-search cycles
- Liaised with CSM team, QA Team, and Product to collaborate on Prime feature releases

**Coldwell Banker**, Chester, NJ  
Real Estate Agent

**July 2014 – Jan 2016**

- Facilitated workshop trainings **“First Time Home Buyer”** & **“Step by Step Home Buying Guide”**
- Weekly 1-on-1 open house tours
- Created & facilitated multi-tier email marketing campaigns that drove a 50% increase in business
- \$1.7 million closed sales in 2015 **“Millionaires Club”**
- Presented monthly Comparative Market Analysis (C.M.A.) to homeowners

**Education & Certifications**

**New York University** 2007  
*Bachelor of Fine Arts - Theater (Psychology Focus)*

**The University of Texas at Austin** Oct 2020 (Pending)  
*The Coding Boot Camp*  
*Certified Full Stack Web Developer*

**Recruiting Innovation Training** (Pending)  
*Certified Technical Recruiter*