



Meet Michael MacMillan!

Principal Consultant & Founder,
Michael MacMillan Consulting Inc.

With his father's shared passion for technology, Michael MacMillan knew that tech would play an important role in his life, even if he didn't know exactly what that role would be. He was right - Michael attended NSCC for Interactive Technologies, worked as a web designer, and is currently running his own SEO consultancy, Michael MacMillan Consulting Inc.

I never knew what my career would be, but I always had an interest in tech and figured, in one way or another, that it would be something that would influence my adult life. Growing up in Halifax (though I did spend a lot of my formative years in Bridgewater) I was a nerdy kid in school. My favourite courses were math and biology.

My biggest influence, and the person who really helped instill my love for technology was my father. He was a Loans Officer for the Business Development Bank of Canada, and was always interested in tech and where it was going. He would often borrow a computer from his work and take it home so we could play around with it -

I used to make simple programs on it. I think that's where my love for tech began.

When it came time for me to enter post-secondary, I went to Nova Scotia Community College (NSCC) and enrolled in Interactive Technologies, which was a multimedia program with a heavy focus on digital. Since the subject matter in all of my courses at NSCC was relatively ground-breaking at the time, our instructors didn't have the answers to every question we had. This meant that we would often have to find the answers ourselves, luckily we had the internet and high-speed connections. Researching online ended up being a necessity and a skill that I still use daily 20 years later.

After I graduated, I started my first digital job as a web designer. Over the years my roles changed and evolved. About ten years ago, I started doing search engine optimization (SEO) part-time at an agency I was working at, and before I knew it, SEO was my full-time job. Then in 2018, I made the biggest jump of my career, and one that would lead me to where I am today, I decided to leave my job and create my own SEO consultancy.

Michael MacMillan Consulting Inc. is a boutique SEO consultancy that focuses on supporting international companies to increase their visibility and traffic in organic search results. As you may have already guessed by now, technology plays a huge role in my work since it's everywhere in digital marketing. I do still disconnect at times by reading physical books related to business and marketing, as well as flesh my ideas out on a whiteboard. What I love most about my job is that it's ever-evolving, so I am constantly learning. I also love the problem solving involved in aligning my client's marketing efforts with organic search. Since I run a company with a select number of clients, I'm able to build real relationships with each of them.

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The landscape for the tech sector in Halifax looks very different than it did ten years ago. Today, there isn't just a handful of big corporations doing world-class tech work, there are multiple companies doing world-class tech work - all from right here in Nova Scotia!

For anyone wanting to start their career in tech, I would suggest talking to people currently working in the industry, and simply listen to what they have to say. I know some people that are interested in tech are probably introverted to some degree, and that's ok! If you just ask people who they are, about their work, who they work for, and how they got into the industry, you'll learn a lot. Plus, whoever you're talking to will appreciate your interest, and maybe that connection will lead to a career opportunity for you someday. I know this is easier said than done, but put yourself out there and find your opportunities.