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## OBJECTIVE

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Bring enthusiasm, creativity and internet marketing know-how to create and develop an online presence that strengthens brand and overall business.

## SUMMARY OF QUALIFICATIONS

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- § 6 years of experience designing and developing high traffic websites.
- § Knowledgeable in trends and Industry Best Practices for Web Design, SEO, Lead Generation and Landing Page Optimization
- § Strengths include: A strong technical background, innovative ideas, solid communication and project management skills

## EXPERIENCE

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### **KarlikDesign.com**

2007 – Present

- § Consult, Design and Develop websites for contract clients all over North America.
- § Specialize in Wordpress websites
- § Featured in .Net Magazine

### **The Internet Marketing Center**

August 2008 – March 2010

Web Designer & Developer, Marketing Team

Vancouver, BC

- § Managed 8 websites for a company with over 10 years of experience in internet marketing and over 500,000 email subscribers. Responsibilities include: design, development, landing page optimization and CMS integration.
- § Launched 4 new websites including [www.InternetMarketing.com](http://www.InternetMarketing.com)
- § Developed the company's new brand that has helped increase overall sales
- § Perform A/B Split tests and track results from traffic generated by email, affiliates, PPC, social media and SEM.
- § Implemented SEO optimizations
- § Initiated opt-in strategies that increased opt-ins by 14% on one page
- § Initiated the use of new technology to improve error handling on order forms
- § Code HTML, CSS, Javascript and PHP

## HSBC

March 2006 – August 2008

Senior Business Analyst, Web Dev Team (2 years)

Business Analyst, Web Dev Team (5 months)

Burnaby, BC

- § Key player in a 3 person team that lead global in an upgrade of 6 public facing websites. Responsibilities included: documentation, front-end coding, content management integration and support to different HSBC offices worldwide.
- § Provided Business Requirements & Specifications documentation
- § Managed work for an offshore team in India
- § Traveled internationally for requirements gathering, workflow workshops and implementation support

## Oracle/Peoplesoft

June 2002 – March 2006

Process Scheduler Product Owner, Support Dev Team (2 years & 5 months)

Web Servers Product Owner, Support Dev Team (1 year & 3 months)

Vancouver, BC

- § Responsible resolving issues for Fortune 500 companies using our company's software critical to business operations. Responsibilities including: troubleshooting, programming, multitasking a queue of 30-40 reported incidents and communicating with QA, vendors, support centre and clients
- § Trained developers in India for 2 weeks

## SKILLS

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### Programming Languages

HTML/XHTML/CSS	Expert	10 years
PHP	Intermediate	5 years
Javascript/AJAX	Intermediate	4 years

### Content Management Systems

Wordpress	Expert	6 years
Teamsite	Intermediate	2 years
Drupal/Joomla	Beginner	1 Project

### Tools

Google Analytics	Intermediate	2 years
Omniture	Intermediate	1 year

Photoshop	Expert	6 years
Google AdSense/Adwords	Intermediate	1 year
MS Project	Beginner	Few Months

## EDUCATION

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Project Management Certification | PMI.org | November 2009  
Assoc Certificate in Business Analysis | CDI & Nexient | Feb 2007  
Intro to Web Analytics Course | UBC | August 2006  
2-D Design Certificate | Emily Carr Institute | December 2005  
BSc. Computer Science (Co-op Program) | U of Victoria | April 2002