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PROFILE

Interactive Account Supervisor/ Interactive Producer with an extensive background in E-Marketing, Strategy, Search Engine Marketing (SEM), Client Services, Project Management, User Interface Design, GUI, Usability and Production Management. With a proven track record in Client Services providing clients with strategic and online solutions and fulfilling client's expectations by increasing their online presence and profitability.

SUMMARY OF WORK EXPERIENCE

- 8 years of agency experience performing in various positions such as Interactive Account Supervisor, Interactive Producer, Web Project Manager, Web Production Manager, Project Coordinator, Interaction Designer and Web Designer.
- Developed Online Marketing Strategies for major Retail & Automotive accounts.
- Worked as SEM specialist and further improved client's online success by managing paid listings at the search engines, submitting sites to directories and developing online marketing strategies for various organizations.
- Produced & designed online Banners and Vokens (Traffic Drivers), Online polls, promotional online contests, email campaigns, newsletters and viral marketing campaigns. Also implemented Search Engine Optimization (SEO) for various projects to further increase online profitability.
- Attended workshops and marketing seminars to learn more about the latest online marketing promotions and strategies.
- Arranged & produced a workshop to further train and educate clients
- Worked with diverse agencies and web professionals in production of E-commerce, promotional micro-sites, corporate websites, online applications and customized CMS tools.
- Conducted usability evaluations and expert reviews of websites and on-line applications by following UI standards and Jacob Nielsen's usability techniques & methodology.
- Notable clients are: Sprint/Nextel, CIBC, Hudson Bay Company, Northstar Research Partners, Kwik Kopy, OLG, Belle magazine, Umbra, Scotiabank, Foster Parents Plan, COGECO cables, TCH, Ontario Jockey Club, Equal, Suzuki Puerto Rico, Wendy's Restaurants, RBC and Bombardier.

EDUCATION

- 2007 – SES, Search Engine Strategies Conference
- 2006 – CMA, Intensive Internet Marketing Seminar
- 2005 – CMA, Digital Marketing Conference
- 2000 – INTERSHOP, San Francisco, California, Essential E-Commerce Training Certificate
- 1996 – 1998 -- Seneca College, New Media Specialist Diploma
- 1995 – 1996 -- Seneca College, Computer Networking Specialist Diploma
- 1994 – 1995 -- Ryerson University, Information Technology Management Program

SKILLS & KNOWLEDGE

- **Languages & Scripting:**
 - HTML / DHTML / CSS / JavaScript / ASP / Intershop 4.0
- **Software & applications:**
 - **Microsoft:** Word / Excel / Project / Power Point / Visual Source Safe / Sharepoint / Visio.
 - **Adobe:** Photoshop / Illustrator / Acrobat / Premiere / InDesign / Dreamweaver / Fireworks/ Flash/ HomeSite / Cold Fusion Studio.
- **Platforms:**
 - Windows and Mac OS.

RELEVANT EMPLOYMENT HISTORY

- **Uthink [A division of Studentawards Inc.]** // June 2008 – Present //>
Position: Interactive Account Supervisor

Working closely with VP of Account Management as well as Uthink's development team in order to create innovative and customized email marketing strategies for clients and ensure our programs will also benefit Canadian students while delivering powerful response and results. Notable clients: UNICEF, L'OREAL, Ralph Lauren, VIA Rail, RBC Royal Bank, Wendy's Restaurant, Tim Hortons and TD Canada Trust.

- **LiQuid Inc.** // January 2007 – May 2008 //>
Position: Interactive Account Manager / Interactive Producer

Working closely with Senior Account Directors as well as LiQuid's creative team in order to produce corporate websites, online applications and customized extranet systems for various clients across Canada, US and UK. Responsibilities include: Production management, Planning and management of online marketing campaigns, market research, content and design management, managing E-marketing campaigns, budget estimation and usability and QA evaluation. Notable clients: Equal, Ceridian Canada, Scotiabank, CIBC, Northstar Research Partners, Kwik Kopy, President Choice Financial and OLG.

- **Organic Inc.** // August 2006 – December 2006 //>
Position: Senior Engagement Manager (Fulltime - Contract)

Worked closely with the Engagement Management team to plan and execute promotional campaigns for Sprint/Nextel consumer sector. Also worked and lead Organic's award winning creative team in a daily basis to produce various online advertising components for client website. Responsibilities include: Production management, Planning and management of online marketing campaigns, market research, content and design management, viral marketing campaign management, overall project coordination, budget estimation and QA & Usability evaluations.

- **FUEL Advertising [A Draft Company]** // January 2005 – August 2006 //>
Position: Interactive Production Manager

As a primary client contact assigned for the **Bay.com**, I was responsible to meet and correspond with all HBC staff to ensure all planned online promotions for Retail Special Events as well as Beauty, Fashion and Home Décor promotions are successfully launched on time and within budget. I met with the Creative Director of Hbc on a weekly basis to discuss Hbc online marketing plans and strategies. The Bay.com welcomes 18,000 unique visitors everyday and it ranks the second most visited retail website in Canada.

Also worked closely with FUEL's creative team to produce interactive websites showcasing various retail products sold at Bay stores across Canada. Responsibilities include: Production management, Planning and management of online marketing campaigns, market research, content & design production, Managing Intergraded viral marketing campaigns, budget estimation and QA and Usability evaluations.

- Produced and managed Flash micro-sites for GluckstienHome and House&Home.
- Produced online interactive maps and photo album by using Flash & XML in Ontario Travel website. **Ontatiotravel.net** is one of the most visited travel site in Canada featuring Ontario's great drives and other useful information for Ontario travelers.
- Produced and designed a webzine for Bell magazine.

- **Marketrend Interactive** // June 2002 – December 2004 //:>

Position: Content & Design Manager / Web Producer

Role / Responsibilities:

As a web producer, I lead a team of designers and developers in order to produce promotional websites/Micro-sites as well as web applications. I also worked actively with a product specialist in project planning, corporate branding, budget, determining deadlines and QA & Usability evaluations.

- Produced a user-friendly Interface for a CMS tool branded as the 'Web Manager'.
- Produced an on-line product called the 'Personal Parking Space' or (PPS). This product enables customers to schedule an appointment online with their dealership for their vehicle to be serviced.
- Produced an on-line product called the 'Model Specific Response' or (MSR):
- This product was produced and customized for a number of auto dealerships representing the most recent features and functionalities of vehicles sold in the market.

- **James Ranscombe Advertising – [Squeeze Intermedia]** // January 2000 – June 2002 //:>

Position: Senior Web Designer / Project Coordinator

Role / Responsibilities:

As a web interface designer & project coordinator, I worked closely with an internal team and contributed in Interactive projects. I also worked directly with clients as a primary contact and coordinated all communications with clients.

- Re-designed the Ontario Jockey Club website.
- Designed compelling E-commerce websites for Umbra and TCH by using Intershop 4.0.
- Worked closely with a team of web professionals in production of Cogeco website and development of their online product configurator.
- Re-designed Foster Parents Plan website and developed their online donation tool.

- **Gigapixel Developers** // September 98 – December 99 //:>

Position: Multimedia Designer / Web Interface Designer

Role / Responsibilities:

As a Multimedia Designer, I worked individually on small to mid-scale projects designing logos, flyers, brochures, CD-Roms and website.

PORTFOLIO SUMMERY

- Hudson Bay Company www.thebay.com
- Fuel Advertising www.fueladvertising.com
- Northstar Research Partners www.nsresearch.com
- Foster Parents Plan www.fosterparentsplan.ca
- Drop-Kick-It www.dropkickit.com
- Umbra www.umbra.com
- TCH www.tchweb.com
- Fanatical TV www.fanatical.tv
- Ed's Up www.edsup.tv
- *To view my portfolio, please visit www.c4creativegroup.com*

HOBBIES/ACTIVITIES:

- Photography / Design / Martial Arts / Taekwondo / Kickboxing / Mountain Biking / Soccer.

REFERENCES ARE AVAILABLE UPON REQUEST.