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For more detailed information, please view this resume online at '<http://www.gbot.info>'.

Skills & Experience

Advanced:

- **Front-end website development using xHTML / CSS and JavaScript**

I specialize in standards-based xHTML, CSS and JavaScript web development. I write clean, well-formed, SEO-friendly code. I am fluent with both the jQuery and Mootools Javascript libraries.

- **Production, user interface design and information architecture**

I've planned, produced and managed many websites – large and small. I have lots of experience working with clients, stake-holders and teams to organise, plan and execute website production projects.

- **Web Standards and accessibility**

Having worked on a number of large government websites, I am very well versed in all things web standards and accessibility. I was actively involved in the development of web accessibility policy for the NSW Department of Education and Training.

- **Website and email campaign design**

Whilst I prefer to work alongside a graphic designer – I can of course design a pretty slick looking website or email campaign too. [View some examples.](#)

- **Online marketing and SEO**

I have managed advertising and marketing campaigns with web partners and online media companies. I've also managed Google Adwords campaigns with five-figure monthly budgets. I am fully conversant in SEO practices, both from an analysis and development perspective.

- **Reporting and analytics, Web server admin**

I've loads of experience using most of the popular web analytics systems. Producing reports, performing analysis and providing summaries and recommendations. I'm also pretty good with Apache web server.

- **Audio / video editing, production and publishing for the web**

I have extensive experience compiling, editing and publishing video for the web. I also have over six years experience in the pro-audio industry and I've been playing with audio and video on computers since it first became possible to do so!

- **Content management**

I've managed content for many clients over the years – whether the site is still just HTML, or whether there is a CMS I can assist with content management tasks and even help train your staff to do it for you. I've worked with WordPress, Drupal, Expression Engine, SiteFinity and TeamSite.

- **Microsoft Windows and Apple Mac OS**

Whilst I predominately work on Windows, I also know my way around a Mac pretty well too.

Intermediate:

- **Web development using PHP, ColdFusion, SQL, XML**

I can read, write, interpret and work with intermediate level PHP code. I have been a Certified Advanced ColdFusion Developer back in version 7. I have recently been working with Microsoft ASP.NET 3.5.

- **Flash development**

I have built flash interfaces and websites, as well as web banners and interactive ads using ActionScript 2.

- **Database development**

I am familiar with relational database design and development and SQL.

- **Graphic design and desktop publishing**

I have produced graphics, flyers and print ads for various publications.

Applications:

- Adobe Dreamweaver, Photoshop and Flash CS4
- Aptana Studio
- Adobe Acrobat Professional
- Microsoft Office suite
- Microsoft Visual Studio
- Open Office suite
- Apache / PHP/ MySQL (XAMPP)
- CuteFTP
- Adobe Premiere
- Apple Quicktime
- Steinberg Cubase

Training

- **University of Sydney Continuing Education Centre**

'Starting PHP' Training Certificate (Completed 2006)

- **Macromedia Certified Professional Program**

Certified ColdFusion MX Advanced Developer (Completed November 2004)

- **Computer Graphics College, Sydney, Australia**

*Certificate III in Information Technology - Web Site Design & Production (AQF)
Level B Distinction (Completed 2006)*

- **Macromedia Authorised Training (Daemon)**

Fast Track to ColdFusion MX (Certificate of Achievement) (Completed January 2003)

Websites

Please see my website at 'http://www.gbot.info' for screen shots and links.

Color Factory



Color Factory is a dyeing and laundry services business in Auckland.

- Design and development
- XHTML / CSS
- JavaScript
- PHP
- Content management

Piha Store



WordPress theme customisation and build for the Piha Store.

- XHTML / CSS
- WordPress theme mod and customisation

Note: I did not design this website

Kia Motors



Website for Kia Motors New Zealand.

- Producer
- Some HTML / CSS
- SiteFinity CMS ASP.NET site

Note: I did not design this website

Lovewine



Community website for wine-lovers.

- Producer
- XHTML / CSS
- JavaScript
- ASP.NET project

Note: I did not design this website

Worst Chair in the Office



Promotional website for Office Products Depot "Worst Chair in the Office" campaign.

- Producer
- XHTML / CSS
- JavaScript
- ASP.NET project

Note: I did not design this website

Futurescape Global Ltd



Website for award-winning market research company Futurescape Global Ltd.

- XHTML / CSS

Note: I did not design this website

TAFE NSW



Central website for one of the largest training organisations in the southern hemisphere.

- Producer and webmaster
- HTML / CSS, JavaScript, Flash, TeamSite
- Design and development
- Website marketing and advertising
- Reporting and statistics

CeBIT Australia (2003)



The CeBIT 2003 site was built using ColdFusion 5 and 3rd Gen CMS. Also included a meeting scheduling system and logged-in user area.

- Template design CMS integration
- Website development
- HTML/CSS, ColdFusion, some ASP

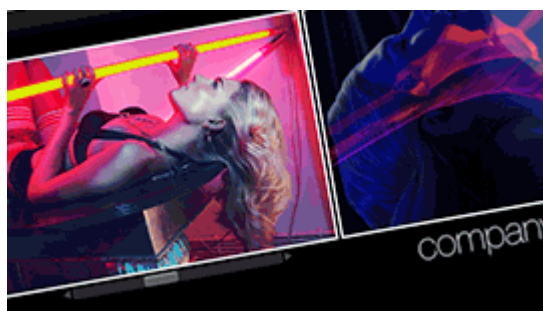
Sandringham Law



A single-page website for legal services business, Sandringham Law.

- XHTML / CSS
- PHP

Company 1



Company1 is among Sydney's leading fashion production agencies.

- Design and development
- XHTML / CSS
- JavaScript
- Flash
- PHP

Home Birth Midwives Collective



A WordPress website and blog for the Home Birth Midwives Collective, Dunedin.

- WordPress theme development
- XHTML / CSS, JavaScript, PHP
- Hosting

Emery Legal



A simple one-page website for boutique legal services business, Emery Legal.

- XHTML / CSS, JavaScript, PHP
- Hosting
- Consultation and support

Simon Lekias Photographer



Australian photographer, Simon Lekias' portfolio website.

- Design and development
- XHTML / CSS, JavaScript, PHP

Career History

April 2009 – February 2010

Spitfire Creative

Producer & Front-end developer (Auckland, New Zealand)

Since joining Spitfire in April 2009 as a contract front-end developer, I quickly moved into a senior position as Producer / Studio Manager.

I am responsible for managing all projects from concept to deployment. On a daily basis I scope projects, liaise with clients and co-ordinate all studio staff – consisting of .Net and AS3 developers and web designers. I also manage Spitfire's hosting services, email marketing system, development servers and other systems.

- Producer
- Front-end developer
- Studio manager

2001 – Present

Freelance

Website developer

As a freelancer under the business name '**Stomp Box**', I provide my clients with website development, email marketing, hosting and consultation services.

Freelance work has given me great experience with project planning and management, project development, consultation, proposals, documentation and client support.

Freelance clients, past and present include:

- Saatchi & Saatchi – (Auckland, NZ)
- Color Factory – (Auckland, NZ)
- Company 1 – (Sydney, Australia)
- Emery Legal – (Auckland, NZ)
- Lucid Metal Architectural Illustration – (Sydney, Australia and Dubai, UAE)
- NSW Department of Commerce – (Sydney, Australia)
- NSW Department of Education, TAFE NSW – (Sydney, Australia)
- Geoff Ambler – Photographer (Sydney, Australia)
- 2C Management – (Sydney, Australia)
- On The Mark Design – (Sydney, Australia)
- Derek Henderson – Photographer (Sydney, Australia)
- CMS Marketing – (Sydney, Australia)

2001 – 2007

NSW Department of Education and Training

Website producer / designer

Corporate Communications Directorate (Sydney, Australia)

Working primarily in the TAFE NSW marketing team I was responsible for on going management of several internet and intranet sites; in addition to planning, design and development of new websites, email campaigns, mini-sites, Flash interactive applications and Flash banners, content management, ad campaign creative and production, SEO, code optimisation, video editing and web publishing. Also occasionally included some desktop publishing, graphic design, training and technical consultation.

DET NSW is a very large organisation with many stakeholders and many legacy systems and processes undergoing a multi-year modernisation. During my time there I successfully implemented many initiatives, including:

- Two complete re-designs of the central website
- Web search marketing
- Online advertising and promotions
- Accessibility compliance
- Direct email marketing
- Usability testing and site review
- Multimedia and distributed content
- Improved statistics and reporting

2001 – 2002

Crash Productions

Website producer / developer (Sydney, Australia)

As producer and developer for Crash I was responsible for all aspects of the project cycle from receiving project briefs and delivering proposals, to project planning, liaison with third party contractors and service providers, testing, QA and client support.

- Web project producer

- HTML/ CSS, ColdFusion, some ASP
- Project management and planning
- Client support
- Sites included: cebit.com.au, freedomkitchens.com.au, hannoverfairs.com.au

January 2001 – April 2001

Investor Info

Webmaster (Sydney, Australia)

Investor Info is a publisher of investment news and editorial through hard-copy magazines, online newsletter subscriptions and websites. They also offer an exclusive online investment management system.

- Content management and production for 3 websites
- Technical support of in-house network. Mac & Windows
- Some network and server administration

October 2000 – January 2001

eStore

Producer (Sydney, Australia)

In 2000, eStore was once of Australia's largest on-line retailers. As producer I was responsible for supervision of the web production team. This included web and graphics production, staff roster, task assignment, training and reporting to management. I also was responsible for liasing with our service providers and over-seeing development of the website.

- eStore website producer
- Implemented many usability improvements to the website (both front-end and back-end)
- Management of production team
- Training

Contact Me

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