





## OBJECTIVE

To empower my employer to have better relevance and traction across the web utilizing my WordPress experience and marketing know-how.

## CONTACTS

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 778-227-9047

 robert\_dall

 Sechelt, British Columbia, Canada

## EMPLOYMENT

### Website Manager

Art Wolfe, Inc., January 2014 — Present  
Part-time website contractor/manager for Art Wolfe Photography Inc.  
Working both remotely and from their offices, I combined five different websites using five different content management systems into one WordPress Multisite that both users and admin could jump between sites with a single account. Using agile methodologies, I gathered a team of designers and developers and started coding the site using HTML & CSS and PHP.  
What couldn't be handled by WordPress Core and plugins we created our custom plugins using WordPress filters. Vendor management of ad hoc independent contractors, using project management software Asana and GitHub to ensure timely delivery. Since Launch, in July 2014 I have worked with the Art Wolfe team in additional features improved ROI by 23% over the previous site, and email marketing reach has increased 71%.

### Web Designer

Bikes on the Drive, May 2009 — September 2009  
Full-Time Website Marketer for 2009 spring, summer and fall season. Designed and coded a site with HTML, CSS and implementing the WordPress content management system. I launched a microsite dedicated exclusively to "The Tree" bike.  
Used social media marketing to promote the philosophy of the bike and the bike's shop, which tripled the previous summer's web traffic.

### Freelance Photographer

Self-employed, July 2005 — October 2007  
Freelance Photographer for clients range from The Globe and Mail, to Macleans to Reuters in locations across Western Canada.

### Lab Tech / Photographer

Northern News Services, March 2000 — August 2002  
Darkroom / prepress technician and photographer.

### Web Development / Project Manager

32spokes Web Design, March 2010 — Present  
Redesigned of websites for clients across Western Canada and the Western United States including Industrial Alliance, Atelier Pacific Architecture, RCMSAR #12. Re-organized site architecture and designed wireframes with Moqups or OmniGraffle.  
Built websites in HTML and CSS with the content management system (CMS) WordPress.  
Tracked code changes on GitHub. Monitored funnel visualisation upon launch, to identify bounce rate and correct for it.  
Vendor management of ad hoc independent contractors, using project management software Asana and GitHub to ensure timely delivery.

### Email Marketing Specialist

Intrawest, July 2008 — October 2008  
*Vancouver, British Columbia*  
Launched weekly email campaigns using Responsys to engage customers for five resorts. Improved workflow in email marketing by reducing duplication of email lists and streamlining the process of analyzing data.  
Improved email click-through rates by quickly troubleshooting design problems and using A/B testing on subject lines for better engagement.

### News Photographer

Portage Daily Graphic, November 2003 — November 2006  
Staff Photographer for Portage la Prairie Daily Graphic Daily Newspaper.

### EDUCATION

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#### Canadian Marketing Association

Electronic Marketing, January 2008 — January 2008

#### Southern Alberta Institute of Technology (SAIT)

Journalism Arts Diploma, September 1997 — May 1999

#### British Columbia Institute of Technology

Web/Multimedia Management and Webmaster, June 2007 — June 2008

#### Elphinstone Secondary School

Media / Photography, September 1990 — June 1995

### SKILLS

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#### Job-Related

Email Marketing



Adobe Creative Suite



HTML & CSS



Moqups / Omni Graffle



#### Transferable


Problem Solving


Visual Design

Data Informed Decision Making

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