

CURRICULUM VITAE



OLIVER IBANEZ.

PROFESSIONAL, CREATIVE & RESULTS-DRIVEN WEB DESIGNER & INTERNET MARKETER



“BUILDING SUCCESSFUL ONLINE BUSINESSES IS MY PASSION”



OLIVER IBANEZ.

PROFESSIONAL, CREATIVE & RESULTS-DRIVEN WEB DESIGNER & INTERNET MARKETER

Dear Hiring Manager,

As an accomplished **Web Designer** and **Internet Marketer** with more than 14 years experience building, managing and promoting websites, I am extremely enthusiastic to submit myself for consideration for a position with your company.

I've had the privilege to work with several organizations, both as an employee and as a contractor, and have honed my ability to create and deliver websites that are highly intuitive, functionally-rich and that provide site owners with targeted traffic and conversions.

I've worked in the development and promotion of several high-scale projects that have furthered the initiatives of stake holders and have contributed to the traits and skills that qualify me for a position with your company. Some of these projects are:

- Solely developed and designed a full-fledged custom sports uniform designer system for adidas Canada. The system is built using Flash, ActionScript, PHP and MySQL. This system is an on-going development that has been used by thousands of dealers and consumers in the past 5 years to create and order custom uniforms.
- Developed, designed and promoted the Polylabel website. The website is built as a business-to-business WordPress eCommerce solution that makes the process of ordering custom asset tags and security labels simple. In addition, keyword analysis and SEO has been used to obtain top ranking for profitable and targeted keywords in Google.
- Developed, designed and promoted the Aquagoggles website. The website is built as a consumer-to-business WordPress eCommerce solution that allows consumers to purchase prescription swim goggles online. In addition, keyword analysis, SEO and Internet Marketing has been used to obtain top ranking for profitable and targeted keywords in Google and to further generate traffic through social media, blogs, forums etc.

In addition to above, I believe my proficiency in analyzing, assessing and developing a cohesive plan for each project I work on is an asset I can bring to your company. The skills, knowledge and experience I possess ensure the needs of my employer and clients are always being met. Furthermore, as an experienced manager I believe in removing roadblocks from the paths of employees in order to help them succeed and ultimately meet the goals set forth by the organization.

Sincerely,

Oliver Ibanez
Web Designer | Internet Marketer



OLIVER IBANEZ.

PROFESSIONAL, CREATIVE & RESULTS-DRIVEN WEB DESIGNER & INTERNET MARKETER

PROFESSIONAL PROFILE

Talented, results-driven WordPress web designer, developer and internet marketer with over 14 years experience building, managing and promoting websites. I'm seeking a rewarding role with a company that recognizes the benefits of adapting a clear website strategy in order to build long-term stability and success.

With strong foundations in design, programming and internet marketing, I've been able to build highly intuitive, feature-rich websites with distinct emphasis given to layout and navigational structures that encourage conversions, lead captures and incremental increases in sales.



MY EXPERIENCE.

November 2004 - present

CRESSMAN CONSULTANTS LTD.

Web Designer & Developer | Internet Marketer & SEO | IT Manager

Developed, designed and provide continuous updates, maintenance and support for the Polylabel and Aquagoggles websites.

Ensure the latest technology, security, design techniques and best practices are used in order to maximise conversions and sales.

Performed initial SEO analysis and implementation that helped each website to achieve top Google rankings for targeted keywords. Provide on-going SEO support to help maintain rankings. Continuous development and implementation of other internet marketing, social media and SEO strategies to increase online visibility and website traffic.

As head of the Hologram Label division, I help clients to determine their hologram labeling needs and build custom-tailored quotes specific to their projects. I'm also fully responsible for designing each complex holographic layout used during production.

As the IT Manager, I maintain a secure and healthy small business network by providing tech support for all staff work stations, the company server, printers, emails and by implementing a stringent mutli-location backup process to ensure data is kept safe and accessible.

2009 - Present

ADIDAS CANADA

Flash Web Applications Developer

Solely built the miTeam Uniform Designer system that allows adidas dealers and consumers to build and order custom uniforms online. The dealer version of the system is directly integrated into adidas' dealer portal while the consumer system is accessible through the consumer adidas website.

This is an on-going development that is updated throughout the year as new uniform catalogues, designs and styles are released.

Provide on-going support for the miTeam Designer system and the server that the system is hosted on.



MY EXPERIENCE CONT'D.

2001 - Present

E-LITE NEW MEDIA

Freelance Web Designer & Developer | Internet Marketer & SEO

As a freelancer, I've provided web design, development, internet marketing, SEO, graphic design and branding services to 100s of clients with great success.

In recent years I have focused primarily on WordPress developments, conversion analysis, internet marketing & SEO.

Some of my major clients include adidas Canada, Saxon Athletic, The BRC, Monarch Distributing Ltd. and non-profit organizations such J. Steckle Heritage Homestead and Supportive Housing of Waterloo.

2005 - 2010

SAXON ATHLETIC

Web Designer/Developer, Flash Applications Developer & SEO

Built website and an integrated a custom dealer management system complete with map functionality. In addition, built and continuously updated the U-Do-It Custom Uniform Designer system that allows Saxon dealers and consumers to build and order custom uniforms.



MY EDUCATION.

I'M AN AUTODIDACT

[au-to-di-dact - noun - a self-taught person]

In addition to my formal education, I use several sources such as books, publications, online resources and videos (just to name a few) to gain and continuously improve my skill set.

1997 - 2000

CONNESTOGA COLLEGE

Computer Programmer/Analyst

Studied concepts behind computer programming, analysis, design and data communications. In addition, covered areas of accounting, business communication, computer networking and other areas of computing.

PROFESSIONAL & PERSONAL SKILLS NEXT PAGE



(519) 505-7660



contactme@oliveribanez.com



www.oliveribanez.com



/oliveribanez



OLIVER IBANEZ.

PROFESSIONAL, CREATIVE & RESULTS-DRIVEN WEB DESIGNER & INTERNET MARKETER



MY PROFESSIONAL SKILLS

Below are the professional skills I use to build engaging websites, feature-rich web applications and to generate sales.

WEB SKILLS



INTERNET MARKETING SKILLS



GRAPHIC DESIGN SKILLS



MY PERSONAL SKILLS



Personality

Know when to lead, know when to follow, innovative, creative, flexible, self-motivated, stress-tolerance



Organization & Communication

Excellent verbal and written communication, time management, planning, analysis, organization, commercial awareness.



Social

Honest, loyal, integrity, confident, team player, friendly, approachable.



MY HOBBIES



Listening To and Playing Music

Music is the rhythm of life. It keeps me motivated, moving forward and fulfilled. Playing guitar is a passion that I've nurtured for over 20 years.



Living Life to the Fullest

There's nothing better than spending good times with family and friends. My wife, daughter and I take time to appreciate the better moments in life.



Pushing to Excel in Everything I Do

There are many things I enjoy doing, from cycling to grilling the perfect steak. I take each hobby as an opportunity to learn something new and to excel at it.



LET'S TALK!



455 Westvale Drive
Waterloo, ON N2T 1T4



(519) 505-7660



www.oliveribanez.com



contactme@oliveribanez.com



[/oliveribanez](https://www.linkedin.com/company/oliveribanez)



[/oliveribanez](https://www.facebook.com/oliveribanez)



[+OliverIbanezKW](https://plus.google.com/+OliverIbanezKW)



[@oliveribanez](https://twitter.com/oliveribanez)

CHECK OUT MY ONLINE PORTFOLIO AND RESUME AT WWW.OLIVERIBANEZ.COM



(519) 505-7660



contactme@oliveribanez.com



www.oliveribanez.com



[/oliveribanez](https://www.linkedin.com/company/oliveribanez)