

## Career Summary

After graduating with a diploma in Audio / Video Graphics, I spent 10 years in the newspaper industry as an Advertising Designer and Production Manager. I left that industry to pursue Web Design and Development and contracted work from a few different Web Developers, and my own clients. Web Development includes front end design, animated banners, email campaigns, WordPress customization, technical troubleshooting, and training clients to use social media and Content Management Systems.

## Experience

### *ABcann Medicinals*

#### GRAPHIC DESIGN / WEB DEVELOPMENT / MARKETING

- designed and maintained 2 corporate websites with a Bootstrap / PHP implementation
- installed and monitored Google Analytics weekly (within 3 weeks brought Google search results from page 3 to first result)
- created numerous promotional images and branded banners for Social Media
- created imagery and wrote text for Twitter and Facebook posts
- for ABCann Global, designed 2 MailChimp templates targeting Investors plus a generic message template
- created a 10'x8' Tradeshow Backdrop and matching Case Wrap used as a display table
- modified corporate logos as requested and standardized corporate branding across all mediums
- converted printable registration forms to fillable, signable PDF's
- misc print jobs: office signage, visitor badges, brochures, buttons, stickers,

### *Infolink Website Development, Etherlinx e-Business Solutions, Walters Consulting, Freelance*

#### DESIGN/DEVELOPMENT

- sketch initial design elements and wireframes on paper
- use Photoshop and Illustrator to design comprehensive layouts for client approvals
- slice and assemble web pages and templates for static and CMS-based websites using Photoshop, Dreamweaver, and TextWrangler
- Google Maps and Webmaster Tools integration
- set up and modify WordPress sites and themes
- create and deploy Acrobat Forms
- create animated GIF banners for clients' business advertising
- logos, large format posters

#### TECHNICAL/ADMIN

- troubleshoot layout issues with other designers (and myself at times)
- documentation for misc. processes
- scrub data for control characters and do character replacement, UTF-8 to ISO-8859-1 encoding changes
- Mal's eCart and/or Paypal integration
- Google Analytics implementation and reporting
- CPanel tasks: set up email accounts/forwarders; adjust bandwidth and hosting quotas; enable Server Side Includes; Awstats; backups; tweak database contents (MySQL Databases and phpMyAdmin); WordPress installs and updates.

#### TRAINING

- train clients to use a CMS (mostly SiteApex and WordPress): add text and photos, manipulate the navigation, add news articles, create and manage calendar events, forms, etc.
- Constant Contact: create campaigns, add regions, set up "Sign Up" forms, import recipient lists and organize lists

## *Shopper's Market, Netmar Systems, Bowe's Publishers, Sun Media*

### PRODUCTION

- produced a weekly newspaper and numerous print publications, flyers, and other print materials using PageMaker, Multi-Ad Creator, Quark Xpress, Adobe PhotoShop and Illustrator
- designed, promoted, and maintained our branch website

### MANAGEMENT

- tracked expenses and reported to my branch manager with Microsoft Excel and Word
- trained new staff and maintained a small network of shared Mac computers
- Management representative of branch JHSC, and branch WHMIS trainer.

## *HGS Canada*

### Customer Relations Associate (Service and Sales for a major Canadian Wireless Carrier)

- answered billing enquiries, cell phone plan changes, new accounts and additional phone line sales, Transfer of Responsibility, took payments, minor technical troubleshooting, and miscellaneous requests
- won contests for Customer Satisfaction

### Technical Support Advisor (Apple iOS Devices)

- assist customers with hardware and software issues; facilitate repairs; guidance with backup and restore of iPhones, iPads, and iPods, syncing devices with iTunes and iCloud; AppleCare sales; password resets

## Education

**The Web** - Focusing on RWD, HTML5, UI, jQuery. Education is ongoing.

**Audio/Video Graphics Communication Technician** - Sir Sanford Fleming College (Peterborough, ON)  
Graduated with a 2 year diploma.

**General Arts and Sciences** - Sir Sanford Fleming College (Peterborough, ON)  
Graduated with a 2 year diploma.

**OSSGD - Port Hope High School**

### *Certificates:*

**Web Page Authoring and Advanced Web Page Authoring** – Loyalist College (Belleville, ON)

**WHMIS ~ Train the Trainer** – In-house training

**St. John Ambulance Standard First Aid**

*Online Portfolio: [philwestlake.com/work.html](http://philwestlake.com/work.html)* 