

Curriculum Vitae

MARK. A. KEMP

address

11 The Lanes,
Kirkham NSW 2570

tel 0404 159 211

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url

<http://www.thewolfrenegade.com>

<http://www.markalexanderkemp.com>

A Little Bit About Myself

I'm a 22 year old success driven individual that's keen to hone my skills further in web design. I have been coding for 2 years now, and freelancing on my own for the past 6 months while studying. In moving away from my degree, I'm seeking full time employment with a fun, creative company to sharpen my skills in web design. I have had previous experience as a junior, but would like to take ownership of the actual title. My previous positions in online marketing have also gifted me with a well-rounded skill set in web.

Please check out some of my credentials below. Thanks for taking the time out to consider me for the advertised role.

Mark.

Technical Proficiencies

Languages: HTML/CSS(Advanced), PHP(Beginner), Actionscript (Beginner)

Content Management Systems: Wordpress (Advanced) - still in the process of teaching myself WP development.

Software: Adobe Photoshop (Advanced), Illustrator (Advanced), Flash (Intermediate), Dreamweaver/CODA, MS Office, Equally literate on Mac and PC.

Portfolio Websites

http://www.markalexanderkemp.com/concept_1

A concept website produced for a major project at Uni. Please note that this site is not optimised for browser speed, as the emphasis was on demonstration of technical and creative abilities.

<http://www.markalexanderkemp.com/cobbittygrove>

A website currently in production for a client. This website is not published on my portfolio website as it is not yet live.

I have additional .psds for websites currently in the design process, but are not ready to be displayed. These can be sent on request as samples of work.

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History of Employment

October 2011 - present

Holy Cow! Design and Advertising

Contracted - Casual freelance web developer

General overview of duties

HTML5 / CSS3 coding of client websites, producing EDMs, Using existing brand identities to design iPad applications, blogs and landing pages. Working with the lead designer, clients included Pie Face and Mater Hospital, North Sydney.

October 2010 - present

Ziller Online Marketing

Casual Online Marketer/Design Junior

Design Duties

- 🌐 Construct EDM campaigns in accordance with client briefs, responsible for testing and distribution using Mailchimp.
- 🌐 Client wireframing and .psd page designs for large scale eCommerce clients
- 🌐 Working with the development team on the debugging and front-end styling of in-house CMS (Zorilla) built in the Model View Controller model (PHP).

Online Marketing Duties

- 🌐 On and off-site search engine optimisation: link building, social media, tracking codes, semantic enhancement.
- 🌐 Proposals, scope documentation and reports.
- 🌐 Copywriting

September 2008-October 2010

Websalad Internet Marketing

Search Analyst

SEO/SEM Duties

- 🌐 Meet with clients to discuss website objectives, negotiate online budgets and develop online strategy.
- 🌐 Work closely with the Search Engineer to develop & implement online search strategy - Google Analytics, Google Webmaster Tools
- 🌐 Provide on and off-site SEO audits - website architecture, usability, landing page design

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- 🌐 Back-link strategy and implementation - Work with 3rd party websites to develop external link profiles
- 🌐 Online competition analysis
- 🌐 Performance reporting
- 🌐 Managing PPC campaigns
- 🌐 Business model based keyword research and analysis
- 🌐 Meta optimisation, tracking code implementation, develop and implement theme silos (SEO copywriting), generating and implementing xml sitemaps, robots.txt etc.
- 🌐 Coordinate activities of social media optimisation to boost online marketing efforts
- 🌐 Design and implement custom Facebook landing pages

Copy Writing Duties

Research content and generate sophisticated article copy to supplement SEO activity, construct SEO-conscious website copy, create copy with a strong reverberation of marketing message, responsible for the content on the company website, blog and e-newsletter distribution.

January 2010 -Present

Owner - The Wolf Renegade

<http://www.thewolfrenegade.com>

The Wolf Renegade is a b2b copywriting business I run in my own spare time. This was a venture I experimented with when working in online marketing, however I'm choosing to move away from this field and into design. The website was designed in partnership 51bits.com.

January 2007 - September 2008

Atico International Pty. Ltd.

Accounts Clerk

Atico International is an multi-national product development and global outsourcing company. My duties here included tracking international shipments: air freight and sea freight; calculating cost of goods; liaising with buyers; processing orders and general office admin duties.

Educational Background

2011 - present

QANTM College Sydney

B/ Creative Media - Interactive Media

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MARK. A. KEMP

2008 - June 2009

University of Technology, Sydney

B/ Business, B/ Science in Information Technology

2001 - 2006

Magdalene Catholic High School

Completion of NSW Higher School Certificate

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