

Andrew Jones

0450012834
andy@onlyjonesy.info

EXPERIENCE

Multimediax, Bella Vista — Web Development Manager

November 2020 - PRESENT

My role at Multimediax is within the digital department of this digital agency. As the Web Development Manager, I lead our web division with my broad knowledge of technical implementation infused with my understanding and experience in performance orientated digital marketing. Using my ability to understand client objectives and merge marketing requirements with best practice web design is one of the reasons why our web division excels.

With core competencies ranging across project management, web development, hosting and SEM, it is my job to deliver outstanding digital projects on time and on budget.

Mckenzie Partners, Surry Hills — Senior Digital Producer

May 2016 - November 2020

My role at Mckenzie Partners is within the digital department of this full-service agency. This involves managing a team of 7 staff ranging from Junior Developer to Senior SEM Strategist. I am responsible for working with the sales team and stakeholders to work on clients' digital campaigns from concept to launch. This includes fully responsive website creation and landing page creation where I both build and manage the project. I also manage 30 SEM campaigns that run each month. This involves keyword research and advertising copy writing and the installation of conversion tracking to measure these campaigns.

I also work with Google Analytics and a wide range of the Google suite to measure campaign performance. My role also consists of managing the hosting server where 60 websites are hosted and managed. Each month I perform updates and bug fixes to these websites as well as any additional web page creation and customisation that the clients would request.

I also manage and build clients EDM campaigns making sure they are fully tested and responsive and meet the client's brief. I am also responsible for EDM reporting that needs to be generated 48 hours after each send.

Skills

Google Certified in -
Ads
Analytics
Mobile Landing pages
Video Advertising
Mobile Advertising

Other Skills

Web Development
Java Script
PHP
CSS
HTML
Photoshop
Microsoft Office
Facebook Advertising

Achievements

2018 Google YouTube Guru
Winner
2018 Premier Partner Awards
Runner Up (Video)

Other interests

Sport
Brazilian Jiu Jitsu
Movies
Books/Podcasts

Reader's Digest, Ultimo — *Digital Manager Asia Pacific*

February 2013 - April 2016

This job at Reader's Digest assisted the advertising sales team with selling digital advertising. This included web banners, EDM's, landing pages and any out of the box ideas. This also entails client meetings to discuss the ideas or to just use my knowledge to explain how the campaign would work. I was also called upon as a subject matter expert for any technical questions the other teams needed assistance with.

Responsibilities:

- Organise the trafficking of ads through DFP to ensure that all campaign targets were met and delivered in full. As well as re- tagging of our websites to optimise AdSense and to increase and maximise revenue.
- The booking of EDM's into a schedule, which also required me to organise the checking of the material and the test and sign off of all campaigns. On some occasions I was required to build the EDM from a client brief.
- Manage our third party advertising agency, who were responsible for selling ads onto our websites.
- Gain new knowledge of DFP (Double Click for Publishers) and Google AdSense by learning about creating and implementing GPT (Google Publisher Tags) as well as reporting for client campaigns.
- Communicating with our other sales teams in multiple countries around the APAC region including Singapore, Malaysia, Hong Kong and South Africa.
- Managing our EDM lists and selection criteria and communicating with the database department to make sure our lists were always up to date.
- Becoming the company Google rep which required meeting with and discussing better ways to monetise our AdSense and DFP accounts.

Mail Call Couriers, Cremorne — *Junior Web Developer*

July 2012 - December 2012

This job at Mail Call couriers helped the senior web developer in the day to day tasks that were expected and help bring the new want it now service to the forefront of internet shopping deliveries.

I was required to gain new knowledge across multiple CMS platforms as well as new knowledge about how mobile apps worked and how the want it now plugin and Mail Call system worked together.

Responsibilities:

- Help clients with integration of the want it now API plugin for their website.
- Keeping documentation on changes to the plugin made for specific sites.
- Liaising with our sales reps and answering any technical questions that they had.
- Investigate and discover what platforms client's sites were built with.
- Re-skinning the mobile applications using photoshop, xcode and SDK

tools(eclipse).

- ⌚ Testing that the integration of the API with our clients CMS systems worked and had no conflicts with any other plugins that they had installed.
- ⌚ Researching issues that did become available and trying to find answers to fix the issue.
- ⌚ Working across multiple CMS platforms that included Joomla, Magento, Opencart, zencart, osCommerce.
- ⌚ Help client's development team configure the plugin and trouble shoot at the same time.
- ⌚ Download client's websites set up a version on our test servers/local host if they had no test site so not to cause issues to the live sites.
- ⌚ Manage external development by contractors to ensure the work was done effectively and on time (mobile phone applications).
- ⌚ Keep a professional attitude and maintain politeness and a good attitude throughout the working day.

EDUCATION

North Sydney Institute of Tafe, St Leonards — Diploma in web Development and project management

July 2011 - June 2012

During My time studying for my certificate IV and my Diploma I have been exposed to the following:

- ⌚ DBMS experience with MySQL.
- ⌚ Experience developing an ecommerce site with PHP and Apache server.
- ⌚ Experience in commercial/ open source CMS (Joomla, .net nuke).
- ⌚ Hands on experience in cross platform HTML,
- ⌚ XHTML, CSS (including CSS 3) skills, JavaScript and jQuery
- ⌚ Experience in graphic design for an online environment with Adobe CS5 suite (Photoshop, Illustrator, Dreamweaver etc.).
- ⌚ Exposure to SEO and other digital marketing techniques.
- ⌚ Managing a project including application design, implementation, documentation for requirement gathering and analysis, testing and deployment (SDLC).
- ⌚ Ecommerce sales web application development experience.
- ⌚ Reporting and data analysis.
- ⌚ Advanced in Microsoft Office 2007 Word, Excel, Access, Powerpoint.
- ⌚ Experience with Rational Rose and Power Designer for creating and managing a database.

Nunnery Wood High School, Worcester England — GCSE's

September 1992 - June 1997

I achieved my high school certificates.

References

Name: Sheron White

Role: Group Advertising Manager

Address: 80 Bay Street Ultimo NSW 2007
Contact: sheron.white@rd.com

Name: Ben Thompson
Role: Managing Director – itProject and Boxa
Contact: ben.thompson@itproject.com.au