



## HISTORY

Hi there, I'm a **Web Designer** and **Marketer** with over **7 years** producing **quality websites**, **SMM** and **SEO**. I have done SMM for [Google](#), SEO for an [SEO Agency](#), Web Design for [startups](#) and now consulting at [Siteroo](#).

I grew my IT career as a child (1999) triaging home IT Support to **improve UXs** and designed my first website in [high school](#) using Dreamweaver in 2009. I enjoy [user onboarding UI](#) and have [written](#) many user [help guides](#) & [blog posts](#).

Website



## ROLES

### Web Designer & Marketer (Full-time)

[Siteroo.design](#) ○ Apr 2018 - Present

- Performed **7 website designs** including **2 full re-designs** over 5 clients.
- Managing cloud (GCP) **web hosting**, **SEO** & **social media marketing**.

### SEO & Growth Marketer (Part-time)

[Prosperity Media](#) ○ 2018

- Executed **outreach**, **link building** & **on-page SEO** ([Screaming Frog](#)).
- Analysed **competitor keywords** ([Ahrefs](#), [SEMrush](#), [Moz: LE](#), & [GSC](#)).

### Web Designer & Marketer (Full-time)

[Owneroom - Property Co-ownership](#) ○ 2017 - 2018

- Owned **web design** and **growing an EDM list** ([MailChimp](#)).
- Managed **HTML/CSS edits**, **DNS**, **Cards/Shirts** & [blog posts](#).

### Social Media Marketer (Student [Ambassador](#))

[Google Australia](#) ○ 2013

- Promoted the [Google@UTS](#) pages across Facebook, Twitter & Google+ via [Buffer](#) for new Google services and student jobs.

LinkedIn



## EDUCATION

[Bachelor of Information Technology](#) Co-op Scholarship  
[University of Technology, Sydney](#) ○ 2012 - 2017

[Foundations of Digital Marketing](#)

[Google Digital Garage](#) ○ 2018 - Present

[Website Performance Optimisation](#) by Google's [Ilya Grigorik](#)

[Udacity](#) ○ Mar 2019

## SKILLS

WordPress, Shopify, [Elementor](#) & [Static HTML sites](#)

SEO ([Ahrefs](#), [GSC](#), [Domain Authority](#)) & SMM ([Buffer](#))

G Suite, Google Analytics, MailChimp, [Hotjar](#) & [Drift](#)

Adobe InDesign, Illustrator (logos) & [UXPin](#)

HTML, CSS, [Bootstrap](#) & vanilla JS

AWS S3, EC2, [GCP CE](#), [Cloudflare](#) CDN & DNS

GitHub, Jira, Slack, Trello, SSH, Linux, [Brackets](#)

## PROJECTS

○ Snake & Space Invaders VB.NET Games  
[Coded .NET games & wrote user manual](#) 📄  
2010 - 2011

○ UTS HR Website - UI Design  
[Designed 85 interactive hi-fi screens](#)  
2013

○ Exercise & Diet Tracking App  
[Designed hi-fi wireframes](#) in [UXPin](#)  
2014

○ Bubble: An Anonymous Geo-Chat App  
[Provided QA & Coded Facebook Login API](#)  
2015

## INTERESTS

— [HBO Silicon Valley](#)

— [Tech & Marketing Meetups](#)

— [Microblogging](#), News & [Photography](#)

— [Tennis](#) & Table Tennis "Game, Federer!"

— [Forum Troubleshooting](#) & [Bug Reporting](#)