



MARK ROGAN

»»» *Curriculum Vitae*

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LinkedIn

EMPLOYMENT HISTORY:

July 2006 - Present:

SAS Australia and New Zealand - Marketing Web Developer

Responsibilities:

- Managing intranet and external websites
- Implementation of SEO and SEM strategy
- Graphic design - including product brochures, case studies, and corporate logos
- Creation of go to market campaigns including EDM's, direct mail, online advertising and surveys
- Liaising with content owners to deliver marketing outcomes
- Create mini-sites and landing pages for events and other marketing activities
- Managing Google AdWords program, LinkedIn advertising and other lead-gen campaigns
- Responsible for social media strategy development
- Reporting back to the business on online performance.

Key Achievements:

- Web traffic increase of 30% between 2009 and 2010
- Successful Social Media program rollout (2011)
- Creating website, graphics, and multimedia elements for SAS Forum 2010, an event that attracted 1200 paid delegates
- Over 1000 new database contacts generated through Google AdWords program and digital media channels over the last year
- Key driver of marketing funnel initiatives, resulting in better qualification of sales leads.

March 2010 - Present:

University of Technology, Sydney - Lecturer (P/T)

- Lecturing a post-graduate class - 'Digital Sound and the Moving Image'
- Creation of course materials (including demonstrational videos)
- Technical support
- Marking and feedback of both individual and group assignments.

Aug 2005 - 2009:

Freelance Web Designer

See website for full portfolio and details

COMPUTING SKILLS:

Proficient in Photoshop CS5, Illustrator CS5, InDesign CS5, Dreamweaver CS5, Flash CS5, Fireworks CS5, MS Frontpage, XHTML, CSS3, MS Office 2010, Content Management experience including Joomla and Wordpress sites as well as SharePoint. Working knowledge of Visual Basic, ASP.NET, JavaScript, PHP.

SECONDARY EDUCATION:

St. Ives South Primary School (1983- 1989)
St. Ives High School (1990- 1995)

TERTIARY EDUCATION:

- B.Commerce at U.W.S (NEPEAN), Majoring in Marketing, Sub-Majoring in Management.
- Masters Degree in Interactive Multimedia at UTS Sydney.

FURTHER COURSES:

1. 2002- Sydney University Short course in Web design and desktop publishing
2. Bronze Medallion
3. St. Johns Ambulance Senior First Aid Course

COMMUNITY SERVICE:

NPWS Volunteer 2003 - 2009, Company OHS representative, company area fire warden.

REFERENCES:

Available on request

AWARDS:

Finalist 2008 Australian Interactive Media Industry Association (AIMIA) awards

MEMBERSHIPS:

Australian Interactive Media Industry Association

INTERESTS/ HOBBIES:

Surfing, music, hiking, photography

