



Robert Dall

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Profile

A web designer with experience in e-marketing, blogging, photography, video and intuitive design.

Proficient in

HTML & CSS	Photoshop CS4
HTML for email	Dreamweaver CS4
Wordpress CMS 2.2 - 2.8	Familiarity of JavaScript
OmniGraffle	Familiarity of PHP

Professional Experience

Web Design & Marketing - Bikes on the Drive

Vancouver, British Columbia

May 09 - September 09

- Designed and launched a microsite dedicated exclusively to “The Tree” bike.
- Used social media marketing to help promote the philosophy of the bike and the shop to the larger web community.
- Reported monthly analytics to management.
- Attended events to promote the Tree and measured the resulting traffic.

Email Marketing Specialist - Intrawest ULC

Vancouver, British Columbia

July 08 - October 08

- Was the center pin in the email marketing wheel for five resorts launching weekly email campaigns to consumers.
- Improved work flow in email marketing by seeing duplication of email lists and streamlining the process of analytical data.
- Improved email click through rates by trouble shooting problem designs without delays to the campaign.

Self Employed Contractor - Robert Dall Web Design

Vancouver, British Columbia

July 07 - Current

- Content management solutions for photographers.
- Tracked user goals and watched funnel visualization to provide where users were abandoning targeted goals for e-commerce based website.
- Implemented Google Maps API for Geographical mash-up on coffee website.
- Email marketing for clients who need custom design to match current branding.
- Freelance photography for clientele who need fresh look and feel.

Education

Canadian Marketing Association	Vancouver, BC	E-Marketing Certificate	2009
BCIT	Burnaby, BC	Web Development Certificate	2008
SAIT Polytechnic	Calgary, AB	Journalism Arts Diploma	1999