Jody Jensen
Mobile: 0425 218 743
Email: firefoxx000@gmail.com
Portfolio: www.firefoxx.com.au

Professional Statement

I am a highly skilled Web Designer, with over 15 years of experience working within the media, educational and corporate environments. I possess specialised knowledge in HTML, XHTML, CSS, SEO, WC3 Web standards, Dreamweaver and Photoshop on Mac and PC platforms.

Key Strengths

- Strong time management skills
- Excellent problem solving skills
- Creative and Innovative in Design
- Strong communicator both written and oral

Professional Experience

Aug 2018 – 4 week contract, Web Content Manager - VML

Duties and Responsibilities:

- Receive briefs from client and action via Sitecore CMS / Salesforce
- Build eDMs
- Develop and optimise content for website
- Project manage workload and client expectations
- Use QA abilities to Bug fix, stage testing and proofing

Apr 2018 – Present, Mentoring Juveniles with the Justice System – Shine for Kids

Duties and Responsibilities:

- Mentor a young person who is in custody and help with transitioning into the community
- Offer support, care and a non-judgmental relationship

Oct 2011 – Present, Web Designer, Delonghi Group

Duties and Responsibilities:

- Develop and Design interactive elements such as web-promos, landing pages, sponsorships and microsites.
- Collaborate with global markets to ensure the digital strategies of Delonghi, Kenwood and Braun are adhered to.
- Publishing rich media and video content within the CMS.
- Carry out digital design work in response to internal support requests and client solution briefs.
- Managing regular traffic reporting with recommendations and communication to all internal departments
- Perform keyword research in coordination with business objectives to optimise existing content and uncover new opportunities
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages

July 2011 – Dec 2011, Digital Designer, Southern Cross Austereo

Duties and Responsibilities:

- Graphic design and front end development and content management of interactive elements such as web-promos, ad-units, sponsorships and microsites.
- Collaborate with various teams across their national network to ensure the digital strategies of
- Austereo are fully realised.
- Publishing rich media and video content.

Oct 2010 – Sep 2011, Web Content Coordinator, UTS Sydney

Duties and Responsibilities:

- Scope, develop, review and manage web sites and web applications within the faculty or unit.
- Advise staff on best practices in web development.
- Manage and update content to the websites.
- Create video and image galleries whilst ensuring W3C Compliant HTML and CSS is used.

June 2008 – Oct 2010, Web Designer and Web Content Administrator, Rick Damelian pty ltd

Duties and Responsibilities:

- Update and maintain company web page content both internally and externally.
- Create banners and promotional materials in conjunction with the Marketing Department.
- Manage and create online campaigns via Google Analytics and Google Ad words.
- Collate and write information from a variety of sources and combine into HTML format using the CMS.

June 2004 – June 2011, Web Designer and Developer, Resense pty ltd

Resense (Now called MMS) is an Australian and New Zealand based company that created WinsStore, a powerful, feature rich and user friendly software solution providing the most comprehensive point of sale, customer and retail management facilities available in a single package which in turn provided automated database integration to websites.

Duties and Responsibilities:

- Design websites for music stores all over Australia to WC3 standards using XHTML, CSS, and Flash along with using PHP for integration of client's database within their website.
- Create CSS based web templates.
- Provide extensive technical support to clients using our CMS.
- Update client websites regularly, managing all content.
- Provide training on our CMS to clients.

June 2009 – Oct 2014, Web Designer and Producer, Barefoot Rugby League Show

The Barefoot Rugby League Show is a panel based show broadcast weekly live to air nationally with an emphasis on indigenous players, teams and Championships.

Duties and Responsibilities:

- Update videos and photos to the website along with writing content for each video.
- Write and run the online discussion forum.
- Re-design of whole website look and feel.
- Upload images and video along with upcoming news to social networking sites such as Facebook and

Sep 1998 – March 2004, Freelance Web Designer and Graphic Artist

Duties and Responsibilities:

- Digital Cel painting for the animated movie "The Magic Pudding"
- Designed Websites for various businesses.
- Created Web ready graphics for clients.
- Designed logos for clients

Aug 1997 – March 2005, Customer Service Officer, Commonwealth Bank of Australia

Duties and Responsibilities:

- Sell bank products.
- Answer customer enquiries.
- Train staff in sales, telephone techniques and computer programs used by CBA.

Sep 1990 – Feb 1991, Colour Proofer and Mock-up Artist, Photo Headlines, North Sydney

Duties and Responsibilities:

- Produce bromides, colour separations and colour transfers for advertisements

Nov 1989 – Jun 1990, Finished Artist and Mock-up Artist, Unit Five, Manchester, UK

Duties and Responsibilities:

- Create colour transfers.
- Produce Mock-up designs for advertisements.

April 1989 – Sep 1989, Trainee Graphic Artist, Leaderline Artists, London, UK

Duties and Responsibilities:

- Design clothes and logos for 'Top Shop' brand.
- Create illustrations for products.

Education

2018 Stand as One Mentor Training Program
Shine for Kids

2018 Safeguarding Children
The Australian Childhood Foundation

2017 First Aid Certificate
St Johns Ambulance

2011 Project Management
Project Management Institute (UTS)

2008 JavaScript Essentials
Fearless Media

2008 Flash Essentials
Fearless Media

1998 - 1999 Diploma in Advanced Web Design and Interactive Multimedia
Computer Graphics College

Technologies

I am proficient in the following technologies:

- XHTML
- HTML
- CSS
- JavaScript
- Dreamweaver
- Photoshop
- Flash
- Illustrator
- Fireworks
- FTP

Hobbies and Interests

- Ice Hockey
- Field Hockey
- Web Design
- Reading
- Weightlifting
- Travelling
- Soccer
- Mentoring Juveniles in Justice