

AntiloP NEWMEDIA

3-131 Muskrat.  
P.O. Box 497  
Banff, Alberta  
T1L 1A6, Canada  
(403) 621-3810

e-Marketing							
	eMarketing	SEO	SEM	SPR / SMNR	Analytics	E-mailing	Marketing
Relevant skills	<p><b>Internet Marketing committed !</b></p> <p>Blogging &amp; peering on different groups or communities</p>	<p>5 years commercial website management experience, with Google PageRank and 1st page search result indexation. www.huskyfrance.com</p>	<p>Google Advertising Professional classification in progress : 3 years experience, 1000-1500\$ campaigns monthly, conversion rate results</p>		<p>Web <b>Analytics ongoing use since 1999</b></p> <p>Urcher &amp; Google Analytics poweruser.</p>		<p>Masters in Marketing</p> <p>4,5 years in position : Toshiba + Canon</p>
	<p>relevant <b>eMarketing program building</b> with social networks and Web 2.0 integration</p>	<p><b>Meta and Sitemap optimisation</b> on HTML, PHP, Flash and many CMS platforms</p>	<p><b>ADWORDS QUALIFIED INDIVIDUAL</b> Google</p>	<p><b>Social Medias Release</b> Chart. Purpose-built tagging in SMNR (delicious, digg,...).</p>		<p><b>E-mailing software :</b> Sarbacane, CampaignMonitor, Zookoda (newsletter for blogging)</p>	<p>Customer relation orientated mix preference (<b>Services</b>)</p>
	<p><b>New medias and convergence macro knowledge :</b> essay during master in Québec</p>	<p><b>Gooruze emarketers community prodigy user.</b> Publishing and sharing on SEO, marketing, PR and social networking.</p>	<p><b>PPC, Banner campaigns</b></p>	<p><b>Widget marketing</b> on Facebook, MySpace and social networks. <b>Widget Distribution model.</b></p>	<p><b>e-marketing reports enhancing</b> with web javascripts, with building oriented profiles, and filters</p>	<p>great skills with <b>Feedburning and news publicize tools</b></p>	<p><b>Tourism industry marketing courses.</b></p> <p><b>Social marketing courses.</b></p>
			<p><b>Yahoo Marketing, Microsoft Adcenter, Fastclick</b></p>	<p><b>Social spreading model</b> with plugins embedding in web pages.</p>	<p><b>Google Analytics &amp; AdWords full integration</b></p>	<p>E-mailing on Mambo CMS</p>	
			<p>Keywords Placement improving</p>	<p><b>Crowdsourcing</b> in emarketing plan.</p>		<p>Subscriptions conversion website layout building</p>	
			<p><b>AdWords Editor</b> qualifications</p>				
				<p><b>Multimedia content planification :</b> Graphics, RSS, Podcasts. Boilerplate</p>			
Your Opportunity	<p><b>A fresh, new and dynamic ressource</b> for E-Strategy Senior Manager and Marketing team</p>	<p><b>BLLT weaknesses on social medias and meta optimisation</b> for search engines (see banfflakelouise.com SEO result report)</p>	<p><b>Managing a performant online advertising platform</b> for monitoring all different campaigns and edit relevant weekly reports.</p> <p><b>Multi account campaign model</b> for BLTT second market members</p>	<p><b>Propose and developp new social models :</b> widgetization, Facebook crowdsourcing, social mediasphere boosting, ...</p>	<p><b>Enhancing conversion tools,</b> depending to current BLTT Analytics situation</p> <p><b>Building accurate profiles</b> in regard to Sales, Events, Heritage ans other programs</p>	<p><b>Optimise and boost current feed model :</b> increase qualified visitor to conversion reach.</p>	

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Web & New medias								
	HTML	RIA	PHP	JS	CSS	CMS	Blogging	Web 2.0 / 3.0
Relevant skills	Web development since 2000	Flash CS3 development	Using the PHP applications easily (not as developer)		Easy CSS understanding	Developping with CMS, mobility and groupware solutions.	Blogging since 2005. Blog laboratory for plugins and new technologies (code, APIs, OpenSocial,...)	Widget model distribution knowledge (see article on widget marketing : patricealbertus.net/_blog/widget-marketing)
	HTML design with <b>SEO concept integration</b>	Galery platforms : Slideshowpro for Flash 1.7, Slideshowpro Director, SimpleViewer	PHP include mechanism (header / footer)	<b>User-friendly</b> applications with JS and AJAX scripts. Mootools / LightWindows / Boxover	Building website layout, blog & CMS themes with CSS	<b>Open-Source Portals</b> : Mambo 4.6, Joomla, MODX, Ez Publish	<a href="http://www.patricealbertus.net/_blog">www.patricealbertus.net/_blog</a>	<b>Social Press Release</b> plan for CMS and blogging optimisation
	Quick learning on new formats. <b>Autodidact.</b>		Embedding PHP applications (monitoring, tracking, referring,...)	<b>Code understanding</b> for some scripts updates or personalisation	<b>Content and Design separation</b> for SEO Optimisation	<b>Open-Source Wikis</b> : DocuWiki, MediaWiki <b>Forums</b> : bbPress, phpBB	<b>Weblog and Publishing platforms</b> : <b>Wordpress</b> / MovableType / TypePad	<b>SOA (service oriented architecture)</b> sensibility in all last web conception projects
			<b>Plugins personalisation</b>		<b>CSS Optimisation</b> : StyleMaster, CSSTweak	<b>eCommerce</b> : OsCommerce, <b>Paypal Objects</b>	Used on commercial website (Intranet/News), on personal blog (www.2cigognes.net)	<b>Social Networking</b> : Facebook, LinkedIn, Goozuze, Viadeo Hubs
								<b>Social Bookmarking</b> : Del.icio.us, Technorati, Digg, StumbleUpon, Reddit, ...
Your Opportunity	Marketing basis with web development skills profile. <b>Real eMarketing dominance</b> , no all for technology sensibility	<b>Web conceptions elaborated for many web objectives with many classic or RIA layouts:</b> commercial, artistic, galery,... Understanding of BLLT members needs	<b>PHP includes and plugins are essential</b> in social optimised websites. <b>Fast and easy BLLT web and Intranet plugin embedding</b> for an easy-to-use orientation		<b>Enhancing the BLLT newscasting pages</b>	<b>Fast integration</b> to BLLT EZ Publish CMS platform	<b>Real Up-to-Date qualifications in news publishing.</b> <b>Opportunity to improve BLLT news feeds and blog ranking</b> (unranked).	

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IT							
	Network	Hardware	Software	Databases	Groupware	Web Hosting	Mobile Devices
Relevant skills	Autodidact + professional IT training	Tech support on desktop	Multitask and Autodidact 110%	Client-Side + Server capacities	Small business solutions integration specialist	more than 16 domain hosting since 2001	Web and mobile convergence sensitive
	relevant eMarketing program building with social networks and Web 2.0 integration	Windows, MacOS, Linux	Adobe and Macromedia Suites since 1997.	CRM database building for Canon customer management	Google Apps integration in SMB for content gathering, document sharing, multiple agenda management, and many Web 2.0 services implementation	Domains hosted and managed with H-SPHERE Automation control panel	Adobe Device Central
	Small Business Network installation and configuration, with Mail services, security, monitoring service print solutions, remote applications and more !	Microsoft Windows from 95' to Vista support ...with blind eyes (english, french, german)	Beta tester for many applications	SQL Databases with Wordpress and other CMS Datbase backup and restore	Collaborative tools installation for news, newsletter and HTML content gathering.	DNS, CNAME configuration subdomains, alias	
		Desktop station installation	Design and Web profile			HTTP rules Redirection (301, 40x) .htaccess	
						Logs : Webalizer, ModLogAn	
						CGI Scripts (FormMail,...)	
Your Opportunity	see Qualifications profiles on BLLT Position description (page 3)				A performant and approved process for BLLT's CMS information progress (from text edit to publishing)		Bring banffloulouise.com on visitors handleds, from iPhone to Blackberry !



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Training, Helpdesk			
	Direct support	Trainings	e-Learning
Relevant skills	<p><b>High-tech environments positions and achievements</b> by Toshiba and Canon.</p>	<p><b>Customer trainer</b>, on IT product, individual and groups</p>	
	<p>Toshiba newest products teacher to sales &amp; marketing team. Customers training program supervisor.</p> <p><b>At ease with different kind of users</b></p>	<p><b>Audits process</b> to build new programs</p>	<p><b>Adobe Connect</b>, Macromedia Breeze and other e-learning applications expertise</p>
		<p>Helpdesk and remote help qualified. VNC, Windows remote</p>	
		<p><b>Blogging practices trainer</b> : installation, training and follow-up from many customers, friends and contacts</p>	
Your Opportunity	<p><b>Ready-to-use helpdesk coordinator</b> for BLLT members and staff</p>	<p><b>Very good skills to build online and offline training documents</b> (Communication courses in 2005-2006).</p> <p>Mobiles, handelds and computer power-user, fast grip with new cases</p>	