

Joseph Yervantian

Resume 2011 Edition

Career Objectives

To create cutting edge web sites which attract clients via proven online marketing techniques. Currently, **I have over a decade in experience in the SEO and Web Design / Development** industry's from all around the Globe. With the ongoing success's of Google and the induction of Facebook online marketing again leads the way in attracting quality targeted leads to your business. I have serviced the online marketing industry in a lot of different fields including the **Online Gaming, Real Estate & Entertainment** Industries as well as local business.

Ultimately my goal with my career would to be a part of successful projects in which I have some personal stake in. My abilities, in addition with my extensive skill base with programs such as Photoshop, HTML, CSS and Joomla make me an **excellent asset to any company that requires SEO and Design excellence.**

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Contact Details

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Self Employment (Costa Rica)

Position's Held: Online Marketing / Web Design Development Jobs

Work Experience: **2008/Present** – This year I have kept busy with the launch of Joomla 1.6 as well as dedicated time into learning Facebook's Social Media Platforms for Apps and Pages, with full integrations between client's sites. Check casinobonuszone.com, facebook.com/betphoenix and facebook.com/MeliDim. Also over the past 4 years I have worked on several leading company web sites (SEO / Design / Development) in Costa Rica. These include brands such as [Country Day School](#), [Alimentos Kamuk](#), [Copa Del Café](#), [Costa Rica Country Club](#) and [HRGcr.com](#)

Consultancy (Costa Rica)

Position's Held: SEO and Web Design/Development Consultant

Work Experience: **2008/2011** – For 3 years I was a consultant for the Phoenix Group I designed and developed [TheSweetScience.com](#), [BoxingChannel.com](#) as well as did the SEO and Joomla integrations for them, I also development their [BetPhoenix.com](#). In addition to SEO I have utilized Facebook and Twitter Apps and Pages to increase their traffic.

Beatz106.com (Costa Rica)

Position's Held: SEO Specialist and Senior Creative Designer

Work Experience: **2006/2008** - Two years at with Beatz106 Group [Beatz106.com](#) a radio station that has interests in several of their own products here in Costa Rica. I developed websites for all of their properties as well as started to use social networking to increase exposure. I was also Project Manager of a development and design department.

BetUs.com (Canada)

Position's Held: SEO Specialist

Work Experience: **2006** – 8 months in their Vancouver office, Creating Entry Points for betting related searches for [BetUS.com](#). Other tasks included media buying (link buying)

Royal Sports (Curacao, Costa Rica)

Position's Held: SEO Specialist and Senior Creative Designer

Work Experience: **2004/2006** - Two years at Royal Sports ([BetRoyal.com](#)), redeveloping the online presence of their Sportsbook, Racebook, Casino and Poker brands. Tasks included; SEO, design, User Click Paths, Analytics, Database Redesign, Back End Redesign and Project Management of three full time programmers.

IASbet (Australia)

Position's Held: SEO Specialist and Senior Creative Designer

Work Experience: **2003/2004** - One year at International All Sports LTD, redeveloping their online presence. This included the redesign of the company's two largest client websites, [iasbet.com](#) and [ozeform.com](#). Duties included: designing new looks, user interface design, analyzing marketing potentials, and a clean site structure for SEO. My UI was later re-skinned and used on the current [canbet.com](#)

Dark Blue Sea (Australia)

Position's Held: Junior Web Designer

Work Experience: **2000-2003** - Two years at Dark Blue Sea LTD (DBS). Work duties included web design and creation of a multitude of specialty websites on high traffic terms, online advertising banners and landing pages. I also specialized in search engine optimization (SEO) and strategies. Some of the sites I worked on at DBS included: [poker.com](#), [melbournecup.com](#), [porn.com](#) and many more.

EDUCATION

Self Education:	The ability to ask google the right question to get the answer you need whilst self teaching a new skill is perhaps my best ability. Since completing collage I have constantly strived to teach myself the latest techniques and web trends to stay on top of the game. E.g. Joomla & Word Press.
Brainbench: (Certification)	Photoshop Dreamweaver HTML Flash JavaScript
Diplomas:	2000 - CNART055 - Diploma of Multimedia, Southbank Institute of TAFE and QANTM combined (Date completed: 14.11.00)
MMAST001:	Multimedia video, sound and virtual reality
MMAST002:	Multimedia 2D animation
MMAST003:	Multimedia 3D animation
MMAST004:	Multimedia image acquisition
MMAST005:	Multimedia image manipulation
MMAST006:	Multimedia authoring
MMCRE001:	Multimedia mechanics
MMCRE002:	Multimedia industry issues
MMCRE003:	Multimedia design

Summary of Skills (10 = Fully Confident)

SEO:	<ul style="list-style-type: none">• SEO Friendly Site Structure 10/10• UI to Improve Conversions 9/10• Link Building 10/10• Google Webmaster Tools 10/10• Google Ad Words 9/10• Google Analytics 10/10• Yahoo Site Explorer 10/10• SEOmoz Tools 9/10• SEOmoz Tools 9/10
Social Media:	<ul style="list-style-type: none">• Facebook Site Integration 9/10• Facebook Canvas Pages / App's 9/10• Twitter 10/10• YouTube 10/10• and more...
HTML:	<ul style="list-style-type: none">• Code by Hand 10/10• XML and RSS Feeds 8/10
CSS:	<ul style="list-style-type: none">• Code by Hand 10/10
JavaScript:	<ul style="list-style-type: none">• Find and modify suitable scripts 6/10
Flash:	<ul style="list-style-type: none">• Functionality in Flash 8/10• Vectors in Flash 10/10• Action Script (Find and modify suitable scripts) 2/10
Joomla 1.6/5 CMS:	<ul style="list-style-type: none">• Creating Custom Templates/Site to fit any design 10/10• Working with existing sites 7/10
Word Press CMS:	<ul style="list-style-type: none">• Working with existing sites 6/10
Dreamweaver:	<ul style="list-style-type: none">• Working with Dreamweaver to increase html/css productivity 10/10
Photoshop:	<ul style="list-style-type: none">• Designing & Editing with Photoshop in 72dpi 10/10
Illustrator:	<ul style="list-style-type: none">• Designing & Editing with Illustrator 8/10• Vectors in Illustrator 6/10

Summary of Qualifications

Qualifications:

- 11 Years web design experience
- 11 years search engine optimization specialist
- Education in web design and multimedia
- Web design utilizing the latest in development software
- Outstanding creative design
- Understanding of common web based coding languages.
- Skilled at rapid execution
- Ability to work in a team or independently

Referees

BetUs:

Sportsbook

- **2010**, Chief Operations Manager
Details available upon request

BetPhoenix:

Sportsbook

- **2010**, CEO
Details available upon request

CRservers:

Web Host Company

- **2010**, George Chittenden – Sales / Customer Manager (Ph +506.8847.9003)
- **2010**, Xavier Fernandez – Project Manager / Owner (Ph +506.8825.4607)

BetUs:

Sportsbook

- **2010**, Martin Schrick – Project Manager,
Details available upon request

Web Consultancy:

- **2010**, Nikhil Kuma - Internet Designer / Programmer / SEO Expert,
Phone number available upon request

Queensland Government:

- **2010**, Raphael Yervantian – Technologist,
Phone number available upon request

Written References

Dark Blue Sea:

Online advertising

- Richard More – CEO Dark Blue Sea Limited
- Paul Cherry – Senior Web Designer/SEO Manager

Supreme Court:

Library: Queensland

- Candice Burgess – Head Librarian

Marsden High School:

- Elizabeth Coyer - Teacher
- Zana Schroeder – Teacher