

Joseph Yervantian

Resume 2014 Edition

Career Objectives

To create cutting edge web sites which attract clients using proven white hat SEO methods. I have over 14 years in experience in SEO and Web Design / Development in industry's from all around the Globe. I have experienced search engine optimization in a lot of different fields including the Gambling, Real Estate, Retail & Entertainment Industries as well as local business.

Ultimately the goal for my career would to be part of a successful project 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 CMS Systems make me an excellent asset to any company that requires SEO excellence.

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Contact Details

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Work History

SEO and Web Design/Development Consultant (**International**)

2008/Present – Over the past 6 years I have been a consultant for a number of organizations. Most recently I have been working for the French Canadian clothing retailer OnzeShop, I was tasked with redefining their online presence and achieving top ranks in Google using the Magento Shopping Cart Platform as well as developing accessibility for mobile devices. In addition to SEO I have utilized and integrated Facebook and other social platforms to increase their traffic and conversion rates.

[OnzeShop.com](#) (Magento)

[BoutiqueOnze.ca](#) (Magento)

[OnzeBlog.com](#) (WordPress)

Other clients I have achieved similar results for included Hot Magazine, Phoenix Group, PCS Lighting & CR Servers.

SEO Friendly Freelance Web Design Development Jobs (**Costa Rica**)

2008/Present – Over the past 6 years I have done Freelance work on several leading companies' web sites in Costa Rica. With these projects I worked from the ground up, Designing, Developing, SEO, CMS etc. These brands include;

[KamukCR.com](#) (Joomla)

[CopaCafe.com](#) (Joomla)

[elCountry.cr](#) (Joomla)

Beatz106 Group SEO Specialist / Senior Creative Designer / Project Manager (**Costa Rica**)

2006/2008 - Two years at with Beatz106 Group a radio station that had interests in several different industries in Costa Rica. I developed websites for all of their properties as well as started to use social networking to increase exposure.

SEO Specialist and Senior Creative Designer, Royal Sports (**Curacao, Costa Rica**)

2004/2006 - Two years at Royal Sports, 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 and a designer.

SEO Specialist and Senior Creative Designer, IASbet (**Australia**)

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, Duties included: designing new looks, user interface design, analyzing marketing potentials, and a clean site structure for SEO.

Junior Web Designer, Dark Blue Sea (**Australia**)

2000-2003 – I started my career at here and worked two years fulltime 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.

EDUCATION

Self-Taught: 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 college 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: Photoshop
(Certification) 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 Qualifications

Qualifications:

- 14 years web design experience
- 14 years search engine optimization specialist
- 7 years Joomla experience.
- 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

Summary of Skills (10 = Fully Confident)

SEO:

- Google Webmaster Tools **10/10**
- Google Ad words **10/10**
- Google Analytics **10/10**
- Yahoo Site Explorer **10/10**
- SEOmoz Tools **9/10**
- YouTube **10/10**
- Facebook **10/10**
- Twitter **10/10**

HTML:

- Code by Hand **10/10**
- XML and RSS Feeds **8/10**

CSS:

- Code by Hand **10/10**

JavaScript:

- Find and modify suitable scripts **8/10**

- Magento Cart:**
 - Creating Custom Templates/Site to fit any design **10/10**
 - Working with existing sites **10/10**
 - Joomla CMS:**
 - Creating Custom Templates/Site to fit any design **10/10**
 - Working with existing sites **10/10**
 - Word Press CMS:**
 - Working with existing sites **6/10**
 - Dreamweaver:**
 - Working with Dreamweaver to increase html/css productivity **10/10**
 - Photoshop:**
 - Designing & Editing with Photoshop in 72dpi **10/10**
 - Illustrator:**
 - Designing & Editing with Illustrator **8/10**
 - Vectors in Illustrator **6/10**
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References

Discount Plastic Bags:

- **2014**, Adam Kwoka – Marketing Manager (+1.347.418.1579)

Discount Plastic Bags:

- **2014**, George Chittenden – Sales / Customer Manager (+506.6040.9009)

BetUs:

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

BetPhoenix:

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

CRservers:

- **2010**, Xavier Fernandez – Project Manager / Owner (+506.8825.4607)

BetUs:

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

Web Consultancy:

- **2010**, Nikhil Kuma - Programmer / SEO Expert, Details available upon request

Queensland Government:

- **2014**, Raphael Yervantian – Technologist, Details available upon request
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Written References

Dark Blue Sea:

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

Supreme Court:

- Candice Burgess – Head Librarian

Marsden High School:

- Elizabeth Coyer - Teacher
- Zana Schroeder – Teacher