

Name: Bruce Levick
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Online Presence

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Career Goals

I am looking for a challenging position allowing me to lead a team in developing rich online solutions to help businesses take leaps and bounds to meet their targets online.

I desire an exciting environment that will let me push my abilities to the limit, yet still give me enough freedom to explore and learn new technologies as they arise.

Career Summary

After 10+ years in the online industry utilizing and progressing my skills with the latest in online technologies I have now progressed into a leadership role. For the past 4 years I have been designing/developing and leading a team in producing a range of online projects for Australia Zoo and the late Steve Irwin. Resulting in major traffic and revenue growth aiding in the acquisition of new enclosures.

Skill Set and Experience

- All areas of website design, development and online marketing
- Proficient in All Adobe Creative Suite Applications
- GUI Design
- Information Architecture
- Website Analytics Reporting
- SEO optimisation
- In depth knowledge of website usability
- Exceptional Flash Design and Development Skills
- Vast experience in Streaming Video
- HTML, XHTML, XML, PHP, MySQL, CSS, Javascript, ActionScript 2/3
- Good knowledge of Flex and Air Development
- Very strong written and oral communication skills
- Ability to manage the expectations of both internal and external customers, manage ongoing client relationships and establish, develop and maintain new client relationships

Current Employment

Australia Zoo – Sunshine Coast, Qld
Website Manager
November 2004 – present

Overview

Worked closely with high profile clients, the late Steve Irwin, Terri Irwin in developing personal projects to spread the message of conservation.

Building team structure for the development of new projects and processes for the online presence of Australia Zoo. Working with external clients and internal departments to deliver rich online experience for potential visitors and fans of Australia Zoo and the Irwin family.

Writing and executing marketing and commercial strategies to deliver online revenue to aid in the acquisition of new enclosures.

Roles Undertaken

- Overseeing all aspects of the Australia Zoo Online presence
- Managing and delivering online strategies
- Developing projects and project plans
- Writing project documentation and wire frames
- Liaising with the Marketing Manager and General Manager
- Reporting and analysis on multiple websites
- Supervising and managing a team of designers, developer and content writers
- Developing procedures to improve workflow
- Communicating with internal departments and external clients
- Acquiring external resources for projects where required
- Mentoring juniors
- Meeting high profile clients needs

Developed Sites

- [MyAustraliaZoo](#) Project Manager
- [Whale One Booking Application](#) Designer/Flash and Actionscript Developer
- [Whale One Website](#) Designer/Project Manager
- [Australia Zoo Online Shopping](#) Project Manager
- [Australia Zoo Online Admission Tickets](#) Designer/Developer/Flash Developer/Project Manager
- [Australia Zoo](#) Designer/Developer/Creative Director/Project Manager/Team Leader
- [Free Trip](#) Project lead/Flash Development/Creative Direction (2007)
- [Wildlife Warriors Worldwide](#) Developer/Creative Direction
- [Australia Zoo Travel](#) Designer/Developer
- [Croc One](#) Designer/Developer

Listed Employment

July 2003 – November 2004

Freelance Design and Development

December 2002 – July 2003

Ispye – Brisbane, Qld
Designer/Developer

September 2002 – December 2002

Ezyshoppe – Gold Coast, Qld
Designer/Developer

July 2001 – May 2002

Stanwell Corporation – Brisbane, Qld
Designer / Developer

March 2001 – July 2001

Nuvo Creative – Brisbane, Qld
Multimedia Designer and Developer

June 1999-February 2001

Webdata - Cairns, QLD
Web Development Firm
Senior Designer

Education

1994 James Cook University, Townsville, North Queensland. Bachelor of Visual Arts. Design, Illustration, Business and History of Art.	2000 ZDU.net, Level 1 and Level 2 Director Training.
2000 Firmware Certification, Macromedia Advanced Flash Course, Sydney.	2003 BrainBench.com FlashMX Certification.

Awards and Achievements

1999 Developing the Wet Tropics Website and publicly launching with the Queensland Environment Minister.	2000 A finalist in The Asia Pacific I.T Awards for the Wet Tropics Website . <i>The Department of Natural Resources Best I.T Innovation Environment and Natural Resources Award.</i>
2000 Re-Developing the Cairns Taipans Website and Launching a flash presentation for the website at a Gala Launch of the Taipans Season.	2000 Being Published in the Design Graphics 2000 Portfolio edition. Published in January 2001.
2003 Gaining Macromedia Certification in Advanced Flash 4 and BrainBench.com certification in FashMX.	

Recent Url's

- [MyAustraliaZoo](#) Project Manager
- [Whale One Booking Application](#) Designer/Flash and Actionscript Developer
- [Whale One Website](#) Designer/Project Manager
- [Australia Zoo Online Shopping](#) Project Manager
- [Australia Zoo Online Admission Tickets](#) Designer/Developer/Project Manager
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- [Wildlife Warriors Worldwide](#) Developer/Creative Direction
- [Australia Zoo Travel](#) Designer/Developer
- [Croc One](#) Designer/Developer
- [Touch Solutions](#), Complete Flash Design
- [Mede-Serve](#), The Institute (Front End)
- [Stanwell](#) (Designer/Front End)
- [Mondial Assistance](#) ((Designer/Front End)
- [Queensland Governor](#) (Designer/Front End)
- [Brisbane Housing Company](#) (Designer/Developer)
- [Royal Blind Foundation](#) (Designer/Developer)
- [Queensland Web Design](#) (Design/Dev)

Past and present clients		
Armsign	Illawara Grammar School	Sheldrake
Australia Zoo	Integrated Solutions	Signature Staff
Australia Zoo Travel	Internetrix	Speedwell
Avalon Parkside Apartments	Island Views, Cairns	Sport Supply
Axyos	Ispye	Stanwell
Beverley Jewelers	Jupiters Casino	Steve Irwin
Brisbane City Council	Laura Campbell	Touch Solutions
Brisbane Housing Company	Madden Photography	TrollTech
C&P Waterski	Mali Furniture	Wet Tropics World Heritage Area
Cairns Chamber of Commerce	Med-E-Serv	Whale One
Cairns Taipans	Millatec	Wildlife Warriors
Career Advisory Associaton	Mondial Assistance	Z-Build
Centenary Child Care	Nouveau Creative	
Cyber Wall St	Peter Lik	
E-auto Brokers	Playbill Venues	
Enitiative	PlusHR	
EzyShoppe	Queensland Governor	
Hedleys Property Investors	Queensland Web Design	
Helper Monkey	Quick Fit	
Illawara Business Chamber	Royal Blind Foundation	