

Greg Berry

Toronto, ON

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PROFILE

A Web Designer and Online Marketer with the consistent objective of making a positive impact on clients, colleagues, and the use of the Internet. 5+ years of experience designing compelling and attractive websites with a first-to-market approach. A passionate web professional with broad experience and solid knowledge of design/development and industry best practices, a valuable addition to any team.

Technologies:

CSS | HTML | Wordpress | Drupal | JavaScript libraries – jQuery, AJAX | Microsoft Windows | Mac OS X | Familiarity with web technologies and trends

Software/Applications:

Adobe CS5 Dreamweaver | Adobe CS5 Photoshop | Adobe CS5 Flash | Microsoft Office (Word, Excel, Powerpoint, Outlook) | OpenOffice | Sharepoint | Convio | Mailchimp | ArtEZ

Professional:

Web Design | Search Engine Optimization | UI | Graphic Design | Technical Support (Hardware, Software) | Web Analytics | Social Media | Email Marketing

General:

Strong interpersonal communications skills | Adaptive to new applications and technologies | Extensive knowledge of technical areas involving web design, web development, and maintenance | Reliable, motivated, hard working and attentive to details | Responsible and eager to learn | Able to work independently and within a team effectively

PROFESSIONAL EXPERIENCE

UNICEF Canada, Toronto, ON (September 2009 – Present)

Web Content Administrator

Reporting to Digital Director, design, develop and manage content on unicef.ca and the donation and ecommerce platforms for all of UNICEF Canada.

Key projects:

- Update [UNICEF Canada](http://unicef.ca) web site content
- Creation of micro-sites for one-off campaigns and special events – see unicef.ca/oct31
- Code and deploy mass email marketing campaigns – deployed over 90+ in 2012

Campaigns:

- [Emergency Campaigns](#): For disasters including the 2010 Haiti Earthquake, Pakistan Floods and the food crisis in the Sahel provided emergency web management. Included rapid response creation of donation form and landing page, and general content updates. Ensured First to Market results for each occurrence which raised millions of dollars in relief funds.
- Fall Campaigns: Manage product updates and online marketing of [Survival Gifts](#), UNICEF's ecommerce site
- Conducted total migration and testing of e-commerce web sites from custom CMS to Drupal CMS and Convio. Oversaw staff and volunteer team's migration of content. Project completed under tight timelines and with staff limitations.

On-going content management:

- Publish content on unicef.ca and other micro-sites
- Upload content and media to social networking sites
- Ensure all media and content is optimized for web sites and search engines
- Ensure brand standards and integrity is adhered to and maintained on all sites
- Explore existing and new opportunities for site enhancements, content generation and on-line fundraising growth
- Operational support – Trouble shoot technical issues
- Monitor and report on Web traffic and e-commerce analytics

Tools used: Dreamweaver CS5, Photoshop CS5, Sharepoint, Mailchimp, Convio. Drupal, Wordpress, Google Analytics, MS Office

Aon Reed Stenhouse, Toronto, ON (April 2008 – April 2009)

Web Content Specialist

Maintained the company's 16 knowledge exchange channels and online website for Canada.

- Created and modified new and existing internet and intranet pages
- Enhanced visual appeal of new and existing internet and intranet pages
- Uploaded copy, graphics and documents from multiple sources into a web content management system (TeamSite) for publication in a timely manner
- Created metadata records for web content to enhance information retrieval and search functionality (SEO)
- Performed final quality assurance checks on all web-published materials and peer reviews

Tools used: Photoshop CS2, Dreamweaver CS2, Interwoven Teamsite, Lotus Notes

Pi Media, Toronto, ON (January 2008 – April 2008)

Multimedia Internship

- Created graphic banners for online advertising
- Participated in creative meetings, provided input

Tools used: Photoshop CS3

Confederation College, Thunder Bay, ON (January 2005 – December 2007)

Webmaster Assistant

Reporting to Webmaster, developed and designed new web interfaces, layouts and site graphics.

- Developed and designed new web interfaces, layouts and site graphics.
- Trained users on development of future pages.
- Developed and maintained intranet and internet pages
- Quality Assurance
- Updated online course catalogue

Tools used: Photoshop CS2, Dreamweaver CS2, Flash CS2, MS Frontpage

CompuSmart, Thunder Bay, ON (August 2004 – January 2006)

Assistant to Corporate Accounts/Sales

Canadian Injured Workers Alliance, Thunder Bay, ON (May 2004 – August 2004)

Web Master

- Web page design and development
- Update and maintain site

Tools used: Dreamweaver, Flash

EDUCATION AND PROFESSIONAL DEVELOPMENT

2005 – 2008 – Advanced Multimedia Production Diploma, Confederation College, Thunder Bay, ON

2003 – 2004 - Honours Web Designer Diploma, CDI College, Thunder Bay, ON

2000 – 2002 - Business-Marketing Diploma, Confederation College, Thunder Bay, ON

INTERESTS

Sports (hockey, softball, golf), web trends