

EARLE WEBBER

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ABOUT ME | I am a Digital Marketing Professional who engages the latest media innovations to drive traffic to online and real life sales environments.

I excel in creating marketing tools in online environments across a wide range of media.

My specialty is in assisting business in using the latest media environments to maximize their reach into Generation Y and Generation Z markets.

SKILLS & ABILITIES | DIGITAL MARKETING

Over seven years of email campaign management for employers and clients.

- Monthly email campaigns to data base sizes of up to 30,000.
- Up to 25 campaigns per month.
- Five years' experience with Mail Chip and Campaign Monitor.
- Created over 50 email template designs in html.
- Above industry standard open rates.
- Impeccable Spam reputation.
- Good campaign ROI statistics.
- Marketing events, concerts, conferences and online retail.

GRAPHIC DESIGN

Over 10 years' experience with Adobe Creative Suite.

- Web Banners.
- Print ready brochures, magazines and business cards
- Posters.
- CD and DVD.
- Video and big screen display.

VIDEO PRODUCTION

Over 10 years' experience with Adobe Creative Suite tool

- News.
- Infomercials.
- Logo Reveals.
- Concert and Conference Backgrounds.

LIVE VIDEO

- Capture for DVD and web content.
- Live streaming.
- Live to big screen for events

WEB SITES

I have basic HTML5, Java Script, PHP and MYSQL Database experience

7 Years' experience with Joomla:

- Template Design.
- Shopping Cart Integration.
- Upgrades and Updates.
- Repairs and Customisation.
- Managed over 50 Joomla sites.

7 Years' experience with Word press:

- Template Design.
- Shopping Cart Integration.
- Upgrades and Updates.
- Repairs and Customisation.
- Managed over 20 Word Press sites.

SOCIAL MEDIA

- Event Promotion.
- Online Ticket Sales.
- Online Promotion.
- Event feedback.
- Real-time event interaction.

EVENT MANAGEMENT

Music Events including:

- Youth Alive Victoria.
- Discover 13 (Australian Idol styled talent competition for Life FM Adelaide).
- Gawler Carols (Salt Church).

National Tours for Speakers, Musicians and Religious Organisations including:

- Youth Alive
- Planet Shakers.
- Dr Michal Yossef (Leading the Way).

Please visit www.mynamesearle.com.au to see my portfolio.

EXPERIENCE | SELF EMPLOYED CLIENTOLOGY

2012 -CURRENT

Managing Digital Marketing Projects and environments for over 70 clients across a wide range of industries

BUSINESS DEVELOPMENT MANAGER VINTEK

2010 -2012

Business Development and Digital Marketing

DIGITAL MARKETING CORDINATOR STEINBORNER HOLDEN

2008 - 2010

Website management and digital marketing support to the new and used sales team

YOUTH DIRECTION HILLSIDE CHURCH

2006 - 2008

Managing youth programs and support to families.

DUPONT AREA MANAGER - VICTORIA

2004 - 2006

Sales Support to Automotive Paint Distributors in the Crash Repair Industry

MARKETING MANAGER HOUSE OF KOLOR

1998- 2004

Setting up Australian Distribution for Custom Paint Products