

Raj Patel

33 Donnenwerth Drive | Cell: (519) 574-4911

r_dsn@hotmail.com | <http://www.digitalmind.ca>

Summary

Established Web Manager / Webmaster with over nine years of experience in website management, production, design and art direction for complex business to customer websites, e-commerce engines, search engine optimization management, e-marketing newsletters and other interactive marketing communications.

Core Competencies

- Website design and development
 - Creative direction
 - Project management and business relationship management
 - Troubleshooting and problem resolution
-

Professional Experience

SCHLUMBERGER – WATER SERVICES DIVISION

2002 – 2007

WEB MANAGEMENT / WEB MASTER / SENIOR DESIGNER

Proven track record of successfully translating Schlumberger's key initiatives and company goals into a powerful and compelling design, while maintaining Schlumberger's brand integrity throughout web and print. Develop and execute creative designs that produce a positive user experience. Engaged in all phases of the project life cycle, from strategic planning, conceptual design and development to launch and maintenance. Successfully managed projects with the marketing team to meet tight deadlines.

- Set the design strategy and vision for projects while overseeing key deliverables
- Planned and developed the look-and-feel of entire project / site, investigated and applied emerging media technologies and market research data
- Managed external agencies and an internal group to launch multiple online marketing projects, websites, business to consumer e-commerce websites, and also a full corporate video production
- Successfully established and maintained site architecture standards for www.swstechnology.com (Ecommerce), www.water.slb.com (Business), www.waterloohydrogeologic.com (site before being acquired)
- Work with managers and key stake holders to determine project scope, design proposals and timelines
- Develop creative brief by gathering business units requirements through client and team meetings
- Produced web statistical reports and monitored performance and presented results, identified weak areas, web traffic and usage trends, compared ROI and evaluated opportunities for improvement where needed
- Communicated the business objectives to managers and organized the creative resources and timelines necessary to accomplish the projects
- Country sector marketing - effectively market our products in different languages, and designed to appeal to specific countries (Latin America & United Arab Emirates)
- Designed and executed design parameters, style guides and visual standards to ensure that Schlumberger's brand integrity is maintained throughout the site and all print media
- Collaborated with IT department to identify tools and techniques to better improve the user experience and troubleshooting server-side issues

NEXTAIR CORPORATION

1998 – 2002

SENIOR INTERACTIVE DESIGNER

- Develop, manage and provide creative for assigned web and multimedia projects
- Work with Senior Manager in developing and produce graphic material for use in web and print advertising and promotion of online services and products
- Work with editorial and production team members to ensure projects are designed and executed according to specifications and on time
- Ensure consistency between online and offline design and branding style guides
- Translate specific business unit and customer experience objectives into effective design that helps drive sales and marketing results

- Design e-newsletters, banners and other e-mail marketing communications as needed
-

Education

St. Clair College of Applied Arts and Technology

Windsor, Ontario | Web and Graphical Communications

Layout design, web media, online marketing, multimedia application, color theory, and illustration

Technical Proficiencies

Platforms: Windows and Mac

Software: Adobe Dreamweaver, Google Analytics, Visual SourceSafe, Adobe Flash, Adobe Fireworks, Adobe Photoshop, Adobe Illustrator, DemoShield, Microsoft Office, Adobe Acrobat, WebTrends, QuarkXPress

Languages/Coding: Search Engine Optimization, Flash, HTML, CSS. (Base knowledge of ASP and PHP)
