

Sarah Cole
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Profile

I have a decades experience within the digital realm covering design, web development, strategy, marketing, consultancy and project management allowing me a holistic overview of the online space and digital processes.

Skill Set

Project Management

I have managed a number of large scale online projects, and been personally responsible for their timely delivery. I have used my experience with the full life cycle of digital content delivery to oversee projects with solutions that may have otherwise not been considered, saving clients time and money.

Cost-benefit analysis

Creation of functionality specification from a clients brief

Cost estimates and budgets based on technical delivery

Site Map creation

Information Architecture

Input into the strategic direction of a website

Sourcing and managing designers and developers to deliver a technical solution

Assessing technical solutions and software platforms for delivery

Platform training with client

Client facing accounts management

Time management and job allocation using mainly the BaseCamp project management software.

Usability testing with focus groups

Digital Marketing

i have experience with Search Engine Optimization, best website development practices for SEO, Website SEO audit, link creation, keywords strategy, google ad words marketing, Web based google analytics analysis and presentation to client.

Strategy

My extensive experience working with a diverse range of web delivery platforms, both open source and proprietary, has given me the ability to present an array of digital solutions to a client. On a marketing level I have been involved with brand direction online, creation of online communities and even identity creation.

Development

My web development background has given me a technical edge, as I fundamentally understand the foundation and the processes required in the bricks and mortar of technology. My technical skill set is as follows;

Strict (X)HTML, CSS, Ajax, PHP, MySQL, EDM (Email Direct Marketing), Cross browser compatibility, Analytics and SEO, technical delivery and strategy, Key word Strategy,

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Adobe CS5 Master Suite, Website Architecture, Usability Testing, Website performance optimization, CMS delivery (Joomla, Wordpress, Drupal, Magento and a number of proprietary) & Hosting and Domain Management, Web analytics.

Design

I have a passion for good digital design and am constantly showcasing examples of this across brand genres. The essence of my own digital design is that of simple sophistication, cutting edge usability and latest technology. I believe it is critical to be abreast of current online design trends and advances in usability.

Education

BA South East Asian Politics and Applied Economics
Griffith University
Australia

History

Digital Consultant and Project Manager

Current (Freelance Capacity)

I have currently been consulting to both design companies and corporates covering project management and digital strategy. This role has been extremely varied having worked with a vast array of clients including AAMI Kooyong Classic, Sunraysia, T2 Tea, Image and Brand Management, The Australian Property Institute and VI.SA International Shipping.

SAE Creative (senior front end web developer)

March 2008

A small yet creative company that allowed me to work on great projects like XNDO (part of the AMCAL group), creating a website and online community that has grown into a membership of thousands. I also had the opportunity to work with a variety of open source platforms including Wordpress, Magento. As a developer I worked intimately with the design team, particularly in regards to brand strategy.

Igloo Digital (senior front end web developer)

Feb 2007

A great company with great ideas and people. My role as front end developer was to build, maintain and project manage new and existing sites. The largest of these was the village roadshow MyFun superstore which is an online store selling ticketing and merchandise across all of Village Roadshow's attractions worldwide. I was the main front-end developer for this project involved in the entire lifecycle from functionality specifications to in house focus group testing.

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Square Circle Triangle (web developer)

2006

A small contract for a few small projects, mainly the creation of the yellowtail Summer UK website templates.

Aquent (contract)

Varied short term roles and contracts in design, mainly through large advertising firms such as Tribal DDB, Publicis Mojo and Clemenger.

Rowland Creative (Web and Multimedia Designer)

2005

A large firm with a primarily blue chip client base, Rowland Creative provided me with great experience and insight into the corporate sphere. My role was providing web development capacity, working alongside a team of graphic designers.

Brave Creative (Web Designer)

2004

A small yet well respected Brisbane graphic design firm that specialized in graphic and interior design. They held a diverse client base which ranged from government and large private firms to small and creative clients which gave me opportunity to range in my design styles.

References

Bryce Ford
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Guns 4 Hire
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