

MARK SHU

<http://mark-shu.blogspot.com/>

OBJECTIVE

To obtain a management position in the **New Media** field that is challenging and requires implementing innovative ideas, concepts and technologies

SUMMARY OF QUALIFICATIONS

- Provide directions & guidance on new technologies/strategies / techniques that the company can use to generate revenue or create new opportunities
- Formulates effective strategies consistent with the business and competitive strategy
- Coordinates and monitors processes and projects to operate within established financial constraints and improves where possible
- Advise the different stakeholders on how to target on information for different online audiences
- Design and implement standards (guidelines and policies) for individual websites
- Familiar with web analytics / metrics and search engine optimization
- Six years work experience in interactive advertising industry using XHTML, JavaScript, CSS, PHP & MySQL
- Flexible, hard working with strong communication and interpersonal skills

SKILLS AND EXPERIENCE

Project Management

- Led the web development & web creative team on web site maintenance and new site developments to achieve business objectives
- Establishes and reinforces measurable performance objectives
- Translates long-term objectives and ideas into clear and practical operational plans
- Make balanced decisions that enhance the organizations financial position both short and long term
- Effectively manages multiple projects and tasks at the same time
- Collaborated with clients and ensured communication and satisfaction

Interactive Multimedia

- Provide direction and guidance on utilizing Social Media (Facebook, Twitter, LinkedIn) and mobile technologies as a digital marketing platform / tool
- Completed various projects using a combination of Flash, HTML, PHP, XML and JavaScript
- Create and developed a RSS Reader (Yahoo! Widget) using Konfabulator SDK
- Designed and implemented The Mississauga News – News @ Noon Online Flash video broadcast

Web Applications Development

- Developed and created web based video upload tool and set up client review environment for Nike Canada
- Coded and implemented Diamond Aircraft DRDC and DASC Intranet
- Implemented custom Content Management System (CMS) for vertica.ca

Web Development

- Implemented Chrysler LLC Cooperate portal, Nike Canada Events Online portals, and products promotions portals for Bank of America
- Created truition.com, globaltrainingsolutions.ca, homedzyn.ca, airporthardware.ca and Holt Renfrew micro sites

Web Analytics and metrics tracking

- Completed various Bank of America projects for Interwoven Optimost testing
- Implemented Google Analytics, Omiture, Coremetrics, Dart Spotlight tags on various web portals

TECHNICAL SKILLS

Languages: PHP, jQuery, XHTML, CSS, JavaScript, XML, Action Script, UML
Others: Drupal, Apache, MySQL, PHP, VMware, Virtualbox and Subversion
OS: Windows, MAC OS and Linux (Ubuntu, CentOS, Red Hat Enterprise Linux)

EMPLOYMENT HISTORY

Senior Digital Project Manager

Macau.com – Ignite Media Group, HONG KONG

2011-present

- Scope of responsibility spans from concept to completion insuring the successful merger of strategy, technology and creative
- Responsible for the rollout of the interactive projects on time, within budget and according to the brief and that require precision and diligence
- Rollout interactive projects on time, within budget and according to the brief
- Bring in leadership, industry knowledge and process expertise to the project, guide and evaluate the performance of the technical development team in all project perspectives

Web Management & Online Audience Development Manager

Questex Asia Limited, HONG KONG

2010-2011

- Managed and oversee internal web team on media sites development, web traffic analytics and creative aspects to ensure the deliverables meet the business' requirements
- Effectively determines long-term objectives / strategies and allocating resources according to priorities
- Implemented social media strategies and campaigns to increase site traffic
- Developed customized analytics strategies to tie online and offline marketing and sales efforts
- Developed and implemented an action plan that defines accountabilities that enable accomplishment of key strategic and customer-focus priorities
- Implemented Search Engine Optimization (SEO) strategies and provide support and guidance for online editors
- Designed and implemented online ads and site development standards and guidelines for Questex Asia Media sites

Interactive Developer

Organic Inc, ON, CANADA

2007-2009

- Implemented Enterprise social sharing gadget (a.k.a. Quimby) for Bank of America promotions web portals
- Applied Interwoven Optimost and Omniture A/B test for Bank of America production sites optimization
- Developed Nike Canada Events Online portals (micro sites)
- Acted as server engineer and communicate with Nike IT to handle back-end requests for Nike Canada portals
- Employed virtualization technology to create internal Virtual Machine Infrastructure
- Developed template system and provide site enhancements for Chrysler automobile portals (dodge.com, chrysler.com and jeep.com)
- Integrated cross offices code versioning control methodology by introducing new standard on subversion

Technical Lead/Developer

MGT Communications Inc, ON, CANADA

2006-2007

- Created and implemented technical projects employing XHTML, JavaScript, PHP and MySQL
- Performed information architect and implemented custom build CMS for vertica.ca
- Implemented database driven online contests and contest statistic tools for genuinehealth.com
- Coded and implemented Holts Shoe sitelet , Vancouver and holtsceticals micro sites for holtrenfrew.com

Portal Technician

The Mississauga News, Mississauga, ON, CANADA

2004-2006

- Created online special sections for in paper publications and maintain overall cosmetic appearance for the portals

EDUCATION

Sheridan College Institute of Technology and Advance Learning, Oakville, Ontario CANADA
Ontario College Graduate Certificate, Interactive Multimedia, 2006

Queen's University, Kingston, Ontario CANADA
Bachelor of Science, Computing and Information Science, 2003

REFERENCES AVAILABLE UPON REQUEST