

curriculum vitae **JON ELAND**

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Date of Birth: 28th March 1972 (33 years)

Key Skills

- Excited by challenges, copes well under pressure and thrives when problem-solving.
- Highly developed skills in consulting for the online environment and it's integration with the real world.
- Clear understanding of appropriate on and off-line implementation of brands and marketing messages.
- A keen eye for both the appropriate use of creative and functional design and in getting the details right.
- Strong written English combined with effective and appropriate use of language online.
- Experienced in the planning and sourcing of effective content and interactive elements for websites.
- Strong grasp of standards-based HTML (including XHTML and CSS), legislative requirements (eg: accessibility and data protection) and the requirements of user-focused solutions.
- Extensive experience of web-site development tools (including Adobe Dreamweaver, Fireworks and Photoshop) and web-site hosting environments.
- Strong understanding of Internet marketing tools such as visitor statistics and tracking, mobile and email marketing.
- 10 years use of Microsoft Windows and Office applications. Literate in Mac-OS interface.
- Team player and successful line manager. 7 years experience developing and managing teams.

Employment History

October 2004
- To Date

Euro RSCG Riley (Leeds) - Digital Production Manager

- Plan and manage web-based projects for public sector and blue-chip organisations.
- Provide advice and support to internal and external clients.
- Instigated and implemented the use of web standards and best practice accessibility.
- Resource, brief and manage suppliers and contractors.
- Consult on techniques, legislation, best practice, usability and technical elements of projects
- Deliver many internal support projects; including client extranets, surveys, forum, blog
- Designed and implemented production management system and integrated with existing systems in the company.
- Clients include ABN AMRO, Airbus, B&Q, BP, DfES, Ericsson, Geopost (Parceline / Interlink), NTL Telewest, RBS, Tesco and United Utilities.
- Further successful projects delivered for many local government, NHS and other public sector organisations.

November 2003 -
October 2004

Self Employed (Leeds) - Consultant Developer

- Re-developed, resourced, implemented and launched successful e-commerce websites.
- Website consultancy, design and development for several design agencies and businesses.
- Worked with a small design studio to facilitate their business development and re-positioning within the market.
- Re-trained to fully understand and embrace web standards and accessibility. Additional training in business techniques and advanced use of software. Achieved 'Technology Means Business' accreditation

January 2003 -
November 2003

Gazelle Solutions Ltd (Leeds) - Development Manager

- Managed all development work and supported projects.
- Consulted with clients on interface design, e-commerce and e-business functionality.
- Developed and implemented business and electronic systems to support project development.
- Sat on management team. Helped establish the business and it's systems.
- Clients included LSC, 'Impetus4' Training, European Space Agency, Allenbuild,

July 1995 –
December 2002

Fortis Creative Communications (Leeds) - New Media Project Manager

- Headed the development of business and consumer e-commerce and marketing-led web sites.
- Recruited and managed a team of seven – a mix of designers, developers and account managers.
- Extended understanding of business objectives and developed project management skills.
- Sat on management team – involved in business planning and key change-projects.
- Clients included: Readmans, Leeds City Credit Union, Victorian Bathrooms and Powerlite

Senior Designer (Earlier Role)

- Enhanced design-for-print skills.
- Built extensive business and consumer orientated portfolio for variety of clients.
- Extended understanding of business objectives and developed project management skills.
- Developed web site product lines including client consultancy and support.

September 1993 –
July 1995

Pardoe Blacker Publishing (Surrey) - Assistant Art Editor

- Page layout design and preparation of pre-production documents.
- Management of external suppliers (cartographers and image libraries).
- Key projects were 'Eyewitness' travel-guides to San Francisco and Venice (Dorling Kindersley)

Responsibilities and Other Experience

Voluntary Work: Publicity Officer for The Samaritans, Wakefield (1995-2000). Generated a 10% year on year increase in calls. Organised regional attendance at several large musical events and festivals on behalf of the charity including V98 in Leeds.

Occasional Work: Assisted in the delivery of several major entertainment events by Leeds City Council. Recruited as duty manager for the outdoor skating rink in 2005. These positions taught me much about dealing with both the general public and high profile individuals (and their management) and allowed me to demonstrate flexibility.

Key Personal Interests: Strong interest in photography and creative image-making. Creating web-sites for friends. Home improvements and gardening.

Professional Qualifications

- **Neuro Linguistic Programming**
[ABNLP] Commenced 2006
- **'@media' Standards and Accessibility Conference**
2005 & 2006.
- **Active Server Pages (Introduction)**
[Acunity] 2004
- **Microsoft Outlook (Advanced)**
[LearnDirect] 2004
- **'Starting in Business'**
[Business Link] 2003/4
- **Goldmine (Basic and Advanced)**
[Caltech IT Ltd] 2003
- **Microsoft Access**
[Leeds Met University] 2003
- **Foundation Certificate in Health & Safety at Work**
[Leeds Met University] 2003
- **A Short Course in Project Management**
[Leeds Met University] 2001

Formal Education

- **BTEC HND (Graphic Design)** [Middlesex University] 1991 - 1993
- **Foundation (Art & Design)** [Wakefield College] 1988 - 1991
- **A' Levels:** Design [C], Pure Maths with Statistics [E] - 1990
- **GCSEs:** Computer Studies [A], English [B], Mathematics [B], Geography [B], History [B], Art & Design [B], Design & Communication [C], Physics [C], English Literature [C] - 1988/9

References

Available upon request.