

PIERRE JOSEPH

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EXPERIENCE

MOBIUS Sydney, Australia

SENIOR DIGITAL PRODUCER (Freelance, working out of the Netherlands)

Jan 2018 – current

SENIOR DIGITAL PRODUCER

Apr 2012 – Dec 2017

Responsibilities

- Responsible for all aspects of digital output at the agency, including concept development, research, strategy, project specifications (information architecture, functional specs, wireframes, sitemaps, UX design, SEO strategy, etc.), technical and creative direction, social media and search campaigns as well as management of project time-lines, budgets and cost estimates
- Managing the agency's digital division and technical and creative team of 3

Key achievements

- Spearheaded product development of populus CMS, a proprietary web publishing platform used by major brands & nationwide consumer promotions, to add functionality and site build efficiencies
- Over 260 digital projects and campaigns successfully delivered for clients including Castrol, Pepsi, Gatorade, National Home Doctor Service, Schweppes, Sundoctors, OneSteel, WT Partnership, Pooled Energy and Woolworths Supermarkets

DIGITAL PRODUCER

Nov 2009 – Mar 2012

Responsibilities

- Managing the delivery of digital projects and campaigns in accordance with the relevant functional specifications, budgets, timelines and user testing programs
- Creating wireframes, sitemaps, white sites and project timelines

Key achievements

- Over 120 projects successfully delivered for clients including Philips, Lend Lease, John Swire & Sons, Kalari, Swire Cold Storage, Australian Red Cross, 3M, Vogue Living, Bio-Oil and CHEP

COBALT MEDIA Sydney, Australia

DIGITAL PRODUCER

Jul 2007 – Nov 2009

Responsibilities

- Managing campaigns and projects in line with agreed scope, timelines and approved budgets
- Responsible for overall production process and managing of both in-house and external technical and creative resources

Key achievements

- Implemented support & bug-fix management portal and created user manual documentation for proprietary CMS
- Over 60 projects successfully delivered for clients including DNA Magazine, Panasonic, Australian Conservation Foundation, Worskhopped, WineOdyssey, Diamond Energy

[THE LIDO GROUP](#) Sydney, Australia

HOTEL SUPPLY MANAGER

May 2003 – Jul 2007

Responsibilities

- Responsible for rate negotiation and contracting of over 1500 accommodation suppliers in Australia and New Zealand on behalf of government, corporate and meetings & event clients
- Directing the development of the company's digital strategy, custom accommodation booking & room inventory software, and white-label e-commerce booking engine

Key achievements

- Improved revenue yields for all 3 company divisions through preferred hotel listings & increased commission negotiations
- Upgraded site functionality and increased revenue by implementing third-party flight and hotel booking partners

[THISTLE HOTELS](#) London, UK

Corporate Head Office

PROJECT MANAGER/SALES DEVELOPMENT MANAGER

Mar 2002 – Feb 2003

Responsibilities

- Assisting with both revenue and cost budget preparation for sales & marketing function for 2003 in conjunction with the finance department
- Monitoring current sales & marketing initiatives, standardising the periodic performance reporting for UK and overseas sales teams, and evaluating past campaign successes

Key achievements

- Compiled and edited a company wide sales product & procedures manual to standardise best practice in the sales cycle and key account management for Thistle

EDUCATION

Bachelor of Science Degree (Bsc.) [University of Massachusetts](#) (Amherst MA, U.S.A)

Major in Hotel, Restaurant & Travel Administration

International Baccalaureate Diploma [Het Rijnlands Lyceum](#) (Oestgeest, Netherlands)

G.C.E. O-Levels [United World College of S. E. Asia](#) (Singapore)

OTHER RELEVANT INFORMATION

Nationality: Dutch (Australian Permanent Resident)

Languages: English (Native), Dutch (Fluent), French (Basic proficiency)

Certificates: Google AdWords Search Certification, Google Analytics Individual Qualification

Computer Skills: Specific experience with the following software applications & platforms:

MS Office Suite, Adobe Photoshop, WordPress, Adobe Experience Manager CMS, Axure RP, Workflowmax, JobBag, Google Analytics, Google Adwords, Facebook Ads Manager, Hubspot, Mailchimp, Vision 6 and Campaign Monitor.