

Elmer Cruz

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TECHNICAL SKILLS:

Languages: Visual Basic 6.0, COM/DCOM/COM+, ADO, HTML, HTML5 XML, CSS, CSS3, JavaScript, JQuery, VB Script, ASP, MS SQL

Programs: Adobe Creative Suite 6, QuarkXPress 5, Macromedia Captivate, Microsoft SharePoint, Windows Professional, Adobe CQ5(AEM), Google Analytics, Balsamic, Version Control Software

Systems: Windows NT, Windows 2000 Professional, Windows 2000 Server, Visual Interdev, Visual SourceSafe, Windows Internet Information Server, Window, Mac OS X

EXPERIENCE:

- 2012 - Present** **Web Designer** Dynamic Funds – Scotiabank Global Wealth Management
- Create visual images for corporate social media channels (Linkedin, Twitter).
 - Implemented company website to CQ5 (AEM).
 - In-house photographer for portraits and company events.
 - Enhanced design of Advisor Education section resulting in an increase of registered designation.
 - Design, developed new sections for advisor educational courses and life event - Snapshots.
 - Liaison with internal departments and external vendors.
 - Design, code email marketing templates for sales, product launches, campaigns, digital marketing.
 - Google tracking metrics to various mediums for better SEO.
 - Maintain podcast content feed available for desktop and mobile app.
- 2006 - 2012** **Web Designer** DundeeWealth
- Ranked #1 Fund Company in a year for 2007 and 2008.
 - Won Web Marketing Association Award in 2009 in 3 categories
 - Intranet content administrator for various departments.
 - Design and co-developed with a team of developers, project managers for the Dynamic Advisor Portal for financial advisors.
 - Design, developed corporate comedy charity website, humourme.ca and online auction for Maccabi Canada.
 - XHTML & CSS coding, image manipulation, ad banners, and flash animations.
 - Design and code email templates, email newsletter with metrics.
- 2004 - 2006** **Web Designer/Multimedia Developer** AIC Limited
- Responsible for content for multiple websites, banner ads, email template and collaborate with various department of the company.
- Increase web ranking from 6 to 2 in less than a year.
 - Design and co-developed with a team of developers, business analysts for the intranet, Internet for financial advisors, internal sales force.
 - Design, developed Flash micro sites, animations for AIC, Advisor Online.
 - Produced web banners with above average click through.
 - Develop Flash Video content for web and multimedia.
 - Updated CD marketing materials with current content and video (FLV & WMV).
 - Design, developed Multimedia CD's for Sales, Advisors.
- 2003 - 2004** **Web Designer (freelance)** Gecko Multimedia
- Produced Web Graphics for web sites.
 - Created product banners for sections of the web site.
 - Collaborated with the design and development of various Web Projects.

1997 - 2003

Graphic Designer

The Hospital for Sick Children

Responsible for creating international posters, multimedia presentations, and marketing materials using various graphic software packages.

- Designed projects from concept to final completion, including medical-based deliverables (posters, presentations, and publications).
- Completed store signage and display presentations.

Web Design/JavaScript

Accountable for creating user-friendly websites for clients and providing a web presence using current technologies.

- Designed and developed Intranet/Internet pages for various departments.
- Designed and developed www.safekidscanada.ca requiring the use of site expandability, JavaScript, Dreamweaver, Photoshop, Illustrator and BBEdit.
- Provided technical support for colleagues and clients (software, Mac, PC).

Project Management

Manage a variety of projects for print, multimedia, and electronic deliverables.

- Organizing, coordinating and managing projects in a timely manner.
- Manages multiple projects simultaneously and meet all deadlines.
- Proven ability to achieve both immediate and long-term goals.

EDUCATION:

George Brown College Continuing Studies, 2015 – Credit in Social Media Marketing

University of Toronto School of Continuing Studies, 2013 – Certificate in eBusiness/eCommerce Management

University of Toronto School of Continuing Studies, 2013 – Certificate in E-Business & Web Marketing

DPA Communications, 2009 – Adobe Flash CS4 Intermediate Actionscripting

NorthernObjects Training Centre, 2006 - Macromedia Captivate, Flash Video for Flash MX 2004

triOs College of Information Technology, 2003 - Diploma in E-commerce System Developer, MCP, MCDBA, MCSA

Digital Media Studio, 1996 - Certificate in Interactive Multimedia

International Academy of Merchandising and Design, 1995 - Computer Graphics: Image and Photo Editing

George Brown College, 1993 - Diploma in Graphic Design, Advertising Major

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