

# Ali Ghafour

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## - Seasoned Internet Veteran

### PROFILE / STRENGTHS

A broad base of interactive expertise spanning the business, technical and design realms.

#### Eight years of interactive work experience:

- Direct management of multi-discipline employees
- Account management
- Hiring production staff
- Financial and resource forecasting
- Creative and technical direction
- Clear and educational style of communicating with both staff and clients
- Project management tools and methodologies
- Hands on designing and coding



Experiences throughout my career have varied but my **calm demeanor, integrity, strong focus, resourcefulness and desire to learn** have not. They have remained a consistent and essential element to my approach in life.

### PROFESSIONAL EXPERIENCE

#### Interactive/Web Manager ( Sabre Marketing ) – Advertising Agency

August 2007 – July 2009

- Responsible for the beginning to end planning, execution and management of web projects ranging from 1 to 10 months in duration, totaling \$700,000 in revenue for enterprise and small-mid size business clients including: Campbell's: [www.rethinksoup.com](http://www.rethinksoup.com) , campbellawayfromhome.com (Fall 2008 Launch)  
Puma: [www.pumasoccer.ca](http://www.pumasoccer.ca)
- Increase Campbell's foodservice website participation by 40% through re-branding of products, enhanced email campaigns and improved site usability
- Create/develop and participate in:  
client liaisons, presentations, budgets, briefs, Information Architecture, Web site design, production meetings, project plans, status reports
- Dramatically improved internal communications by implementing the Google Apps platform, resulting in \$50,000 savings in efficiencies per year, while improving user experience
- Manage team of web developers, designers and external vendors
- Upgrade/implement policies and systems including: security, network, bandwidth, backup, phone systems

#### IT Manager ( Richard Robbins International ) – Business Coaching

July 2005 – September 2006

- Implemented and executed strategies including: More efficient internal communications, increase remote access to information, increase security, systemize and document IT processes
- Created and managed a budget of \$350,000
- Managed various project implementations including: SAGE CRM, Outlook 2003, SharePoint, ACCPAC, Data center expansion, new international office Setup
- Single handedly supported and managed a windows 2003 server environment consisting of 12 servers and 75 users spread over 3 countries (USA, Canada, and South Africa)
- Grew data center by 110% in one year and managed a user growth of 100%
- Held weekly meetings with leaders of other departments to go over strategy progress and get updates on company position
- Maintained great relationships with all types of vendors in areas including construction, hardware, software, networking and consulting

- gha4.com was my own company which specialized in custom web development and graphic design.
- Managed over 40 clients
- Developed and maintained project time lines and code through all phases of the SDLC. Projects included: shopping cart systems, member restricted sites, content managed sites, auction systems, auction payment system plus many more
- Structured creative layouts and coded highly efficient applications

| Client  | Project Description  |
|---|--|
| Nelson USA<br><a href="http://www.nelsoned.com">www.nelsoned.com</a>  | <ul style="list-style-type: none"> <li>• Programmed a website that interacted with the Thomson publisher web catalog</li> <li>• Developed a mini content management backend</li> </ul> <p><b>Technologies used:</b> JSP, CSS, ORACLE 10.2, JavaScript,</p>   |
| Liza Homes<br><a href="http://www.lizahomes.com">www.lizahomes.com</a>                                      | <ul style="list-style-type: none"> <li>• Programmed a website for a homebuilder with a mini content management backend</li> </ul> <p><b>Technologies used:</b> PHP, CSS, MySQL, JavaScript, Flash</p>  |
| Remisys Micros  | <ul style="list-style-type: none"> <li>• Designed and programmed a content managed website for a restaurant management company.</li> <li>• Developed a functional web connection to a legacy help desk software system (Magic)</li> </ul> <p><b>Technologies used:</b> ASP, Flash, MSSQL, JavaScript, mySQL</p>  |
| CaTech Systems<br>( <a href="http://www.catech-systems.com/">www.catech-systems.com/</a> )                  | <ul style="list-style-type: none"> <li>• Designed and programmed a content managed website for a network infrastructure company</li> <li>• Developed a web enabled plasma display to scroll through service requests</li> </ul> <p><b>Technologies used:</b> PHP, ASP, Flash, MSSQL, JavaScript, mySQL</p>   |
| Canadian Golf Superintendents Association<br>( <a href="http://www.golfsupers.com">www.golfsupers.com</a> ) | <ul style="list-style-type: none"> <li>• Created intuitive sitemap and layout for over 250 content pages</li> <li>• Designed several templates to be used by a Cold Fusion driven content managed site</li> <li>• Worked with client and other vendors to go through majority of the steps in the SDLC</li> </ul> <p><b>Technologies used:</b> HTML, CSS, JavaScript</p> |
| Starfield Consulting<br>( <a href="http://www.starfield.ca">www.starfield.ca</a> )                          | <ul style="list-style-type: none"> <li>• Implemented a and customized a full functional content management system (JetBox one)</li> <li>• Designed custom templates and layout of site navigation</li> </ul> <p><b>Technologies used:</b> PHP, mySQL, HTML, CSS, JavaScript</p>  |
| Mooto America<br>( <a href="http://www.mooto.ca">www.mooto.ca</a> )   | <ul style="list-style-type: none"> <li>• Implemented and customized osCommerce for the North American branch of one of the largest marital arts equipment company</li> </ul> <p><b>Technologies used:</b> PHP, mySQL, HTML, CSS, JavaScript, osCommerce, Payment Gateways</p>  |
| Other Clients/Projects  | <p><b>2001 Web Developer ( EDS Canada )</b><br/> <b>2001 Associate Software Engineer ( Siebel Systems )</b><br/> <b>2000 PC Developer ( CIBC Canada )</b></p>  |

- Developed business plan for an online real time car auction built on PHP, mySQL, Applets, and Servlets
- Helped develop and deploy marketing strategies
- Assisted in developing sales pitch and presented them to over 100 clients
- Responsible for key directional roles of the company including distribution of shares, financial recommendations, vendor selection, and market demographics
- Developed project through all stages of the SDLC
- Developed fast database structures, easy to use interface and connected to payment gateways

## SKILLS

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**Mentorship:** Mentored by Gary Anderson (Vice President of Bell Canada Consumer Internet Services responsible for the Sympatico MSN Portal) through the <http://www.bellchampions.ca> program

**Transferable Skills :**

- Analyzing and breaking down of information
- Visualizing and creating digital medium (software, artwork)
- Compiling and researching ideas
- Following instructions and helping others
- Imagining, designing and creating new ideas
- Communicating with people in person

**Programming :** HTML (12 yrs), PHP (10 yrs), MySQL (10 yrs), CSS (10 yrs), ASP (4 yrs), SQL2005 (5 yrs), Java (4 yrs), JavaScript (10 yrs), ColdFusion (2 yrs), Servlets (2 yrs), Macromedia Flash (2 yrs), Oracle (1 yr)

**Software :** MS Project, Symantec LiveState, Symantec Antivirus Server, Group Policy and Active Directory, Citrix, Goldmine, CA ArcServe Backup, SAGE CRM, Retrospect

**Graphic Design :** Adobe Suite (PhotoShop, Illustrator, GoLive) (12 yrs)

**Environments :** Windows Server 2003, IIS, Apache, MAC OS X

## EDUCATION

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September 1998 – May 2002

**Honours Bachelor of Science - University of Toronto**  
Program: Specialist Co-operative Program in Computer Science  
Stream: Management Information Systems

## PERSONAL DEVELOPMENT

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An accomplished Taekwondo athlete with over 17 years of training. I have been to many international games including 3 World Championships and the 2007 Pan Am Games in Rio Brazil. I also was a member of the top four Olympic selection pool for 2008 Beijing Olympics.

I currently volunteer to teach both the physical and mental aspects of sport and how they relate to life.