

# Ken Yong

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## Objective

- To work on a team that is devoted to building excellent online tools and campaigns.
- To utilize my broad range of skills fully.
- To obtain a position in a progressive and ethically sound organization.

## Overview

- **10 Years** of experience in web design and development.
- **7 Years** of print design experience.
- **6 Years** of identity and branding experience.
- Certified **Google Analytics Expert**.
- Extensive experience with **Google Search Appliance**, and other google enterprise technologies.
- Experience working in independent working environments, as part of smaller teams, and in larger organizations.

## Skills

### E-Marketing

Search Engine Optimization  
Copywriting  
Research and stats analysis  
Email marketing  
E-Advocacy  
Social media marketing

### Programming

PHP and MySQL  
HTML and CSS  
Actionscript  
AJAX  
XML and XSLT

### Design

Photoshop  
Illustrator  
Flash  
InDesign  
Audition  
After Effects  
Premiere

### Platforms

Convio  
Sitecore CMS  
Wordpress  
Joomla  
Drupal  
Kintera CRMS  
E-Activist  
The Port Social

## Work Experience

- 2008-2010 **Canadian Cancer Society National | [www.cancer.ca](http://www.cancer.ca)**  
Web Designer/Developer, E-Business Technologies
- Design and development for websites and microsites on multiple platforms.
  - Technical support for cancer.ca, internal websites, and other web properties.
  - Implementation of Google Analytics nationally, and across multiple web properties.
  - Implementation and configuration of Google Search Appliance nationally.
  - Responsible for creation of fundraising and e-advocacy campaigns.
- 2005-2008 **Canadian Cancer Society BC & Yukon Division | [www.cancer.ca](http://www.cancer.ca)**  
Marketing and Communications Coordinator, Web and E-Marketing Administrator
- Responsible for all Divisional online initiatives from concept to launch.
  - Oversaw an average 10% monthly increase in online traffic.
  - Oversaw the expansion of online initiatives in to social media and e-advocacy.
- 2005-2007 **one cool word magazine | [www.onecoolword.com](http://www.onecoolword.com)**  
Co-Founder, Web Director
- Involved in all aspects of publication.
  - Design and development of web site and other web properties.
  - Cultivated a month over month increase in web traffic for first 12 months, from a few hundred visits to over 10,000 per month.
- 2005-2006 **Freelance | [www.kenyong.net](http://www.kenyong.net)**  
Digital Designer
- Designed websites and advertising for various clients.
  - Clients include: Canadian Tourism Council, Award Winning Photojournalist Farah Nosh.
- 2002-2005 **Novare Res Media | [www.novareres.com](http://www.novareres.com)**  
Principal, Creative Director, Lead Developer
- Executed web, print and identity projects for small to large companies.
  - Responsible for liaising with clients on concept and design related issues.
  - Clients include: Electronic Arts, BOSA, Rick Hansen Foundation, Hy's of Canada.

## Education

- 2001-2002 **Vancouver Film School | [www.vfs.com](http://www.vfs.com)**  
New Media Program
- 2000-2001 **Collective Echoes**  
Emerging Artist Mentorship Program
- Apprenticed under artists M. Simon Levin, Skai Fowler.

## *References*

Available upon request