

DANIEL ELDER

CV

SYDNEY NSW, AUSTRALIA

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PERSONAL STATEMENT

I am a creative and adaptable professional with a strong background in marketing strategy and expansive practical experience in web development and video production. I am a team player, enjoy problem solving and solution driven. I am individual who works towards results that fit the business needs.

WORK EXPERIENCE

- 2011: **Digital Marketing Assistant – Randstad**
Creating, implementing and assisting in digital marketing strategy for all projects across Australia and New Zealand.
Key responsibilities include:
- Website development and maintenance.
 - Quality control of all online content.
 - Social media management and administration.
 - In-house video production, filming and editing.
 - Training and support for internal web applications.
 - Statistical analysis, reporting and decision-making.
 - Contributing to Randstad's long-term digital marketing strategy.
- 2005 – 2011: **Contracted Video Producer**
Video production, filming, editing, distribution and technical event management for clients, including Otago University Student's Association and Outthere Films.
- 2003 – 2011: **Freelance Web Developer**
HTML and Flash web-developer. Identifying individual requirements of small-business clients and designing and maintaining websites to suit their specific needs.

For examples of my work please visit my website: <http://www.delder.com>

QUALIFICATIONS

University of Otago, New Zealand

Master of Commerce with Distinction in Marketing Management.

Thesis topic: Varying the Image Quality of Commercials. *Graduation in 2011.*

University of Otago, New Zealand

Bachelor of Commerce with First Class Honours in Economics and Marketing Management (Combined). *Graduated May 2009.*

Thesis topic: Modern Consumer Decision-making in a Networked World.

SOFTWARE

Video Production:

- Final Cut Pro
- DVD Studio Pro
- Premiere Pro

Graphic Design:

- Photoshop
- Illustrator
- Fireworks

Web Development:

- Dreamweaver
- Flash

Office:

- Word
 - Excel
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ACHIEVEMENTS

Distinction: Highest grade for completion of Masters thesis in 2010.

Scholarship: Otago University Postgraduate Award in 2009 for Masters.

Highest Honours: Top-of-class Marketing Honours dissertation mark of 95%.

Film Award: First-place at the Otago University Film Festival in 2006, 2008.

Cultural Award: Otago University Gold Recipient for extracurricular in 2009.

HOBBIES AND INTERESTS

I enjoy making films with friends, following technology trends, traveling around the world, long-distance running, and hang-gliding on the coast.

References are available on request, and for more information about me and examples of my work, please visit my website: <http://www.delder.com>.