

Resume of Cornelis Van der Donk

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Portfolio: <https://solasolutions.ca/portfolio/>

EXPERIENCE OVERVIEW

Digital Marketing

- SEO Development
- SEM Development
- Content creation - copywriting
- Social Media Marketing
- Link building and partnering

Web Design & Development

- I have 30 years of developing websites coding in HTML, ASP, CFM, PHP
- I am up to date on all HTML/CSS W3C standard responsive site interface design and development

Web Programming & Database Development

- I have 25 years of working with programming languages such as Perl and PHP
- I have extensive knowledge in MySQL database development and management

Third party application integration

- Learning management systems
- Laquage management systems
- Ecommerce systems
- Client / user management systems

Sales & Marketing

- I have over 30 years of web and technology sales experience
- I am fluent with many online sales and marketing tools such as CRMs, online accounting tools and affiliate management systems

Infrastructure Experience

- Wordpress
- Shoppify
- Drupal
- Magento

Google Certifications

- Google Search Ads Certification
- Google Analytics Certification

Graphic & Multimedia Design

- I have over 30 years of creating graphical content using Adobe design programs and I am very familiar with Adobe Photoshop

Education

- **1989-92.** John Abbott College
DEC Fine Arts

EMPLOYMENT HISTORY

2022-23. - Wordpress Development & LMS (Learning Management System) Manager •
Elance DEI • Montreal QC, Canada

Initially hired to develop the new website for this startup company and the position evolved to include the development and management of the company's LMS which was a primary tool for their DEI Consulting Services.

2021-22. - Wordpress Development & Support Dept Manager • Nerivon Corporation •

Newmarket ON, Canada

In mid 2021 I was approached by the President of Nerivon Corporation to take over the management position for what would become the Wordpress Development & Support Dept. I have been in the process of formalizing the department and bringing the overall infrastructure to a level where it should be running on the most relevant and up to date technologies.

2018-21. - Digital Marketing Specialist • Maritime Digital Marketing • Montreal QC, Amherst NS.

I was working as a Digital Marketing Specialist for various small and medium sized business in Montreal and across the maritime provinces

2015-18. = Digital Marketing / Adwords Manager • Connetik • Moncton NB.

I was developing Wordpress websites utilizing The Seven theme, setting up all Google properties like Search Console, My Business, Youtube, Adwords and Analytics, managed all monthly SEO and content updates and was the primary manager for all client Adwords accounts.

Obtained Adwords Fundamentals, Adwords Shopping, Adwords Video certifications as well as certifications for Analytics and Digital Sales.

2012-15. = Digital Marketing Specialist / Web Developer • Sola Solutions • Amherst NS.

I was working with a digital sales specialist to promote my digital marketing and web development skills in the Maritime provinces.

2010-12. = Digital Marketing / Web Development Specialist • Paxiom Group • Montreal

I was part of a 2 person team developing all print, web design and digital marketing for 3 companies within the Paxiom Group. Weightpack, Combiscale and Eagle Packaging.

2009-10. = Web Development Engineer • Confianza • Stockholm, Sweden.

This was a 1 year contract to set up and program an advanced version of oscommerce (ecommerce system) and integrate the existing product and client databases into the new site.

2007-09. = Sales & Web Department Manager • Logobee • Montreal, Canada.

I managed the web department of a graphic / logo design studio. This involved managing the online and phone sales, website php programming and managing a team of graphic designers for website interface design.

2006-07. = Web Development Operations Manager • Shift Ctrl • Montreal, Canada.

I specialized in ecommerce and payment applications development. My duties were to develop the ecommerce systems, sales support and manage a team of designers, programmers and technologists.

2005-06. = Operations Manager • Sola Solutions • Montreal, Canada.

I developed an online government grant development system for the US market. My duties were to develop the system, sales support and manage a team of designers, programmers and technologists.

2001-04. = Web Development Engineer • Shift Ctrl • Margarita Island, Venezuela.

I set up and managed online gaming websites (online gambling) in Venezuela for 3 years. My duties included design and optimization of sites as well as the management of all servers and online services