

## Phil Mace

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## Objective

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My professional aim is to work on a range of digital media in both web and video. I prefer to get the message of each project and utilise my broad range of skills to minimise project costs with quantifiable results

## Education

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College of Multimedia <b>Multi-media Engineer Certificate</b> <u>Graduated:</u> November 2003	Amsterdam, NL
University of London <b>Licentiatehip Polymer Technology</b> <u>Graduated:</u> November 1983	London, UK
Maiden Erleigh School <b>Higher School Certificate</b> <u>Graduated:</u> November 1980	Reading, UK

## Employment History

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**2003 – Curent: Freelance** Sydney, NSW AU  
Forum Website & Media Maintenance

### Responsibilities:

- Design & layout website content on both WordPress and Squarespace websites
- Create and maintain video content and all other publications online
- Manage and Create Copy for websites, social pages and blogs
- Design campaigns for products across web and social platforms
- Manage external photographic, video, animation suppliers
- Create low-cost animation for events and products
- Assist in KPI and SEO reporting of Websites
- Publish content via content management system WordPress and Squarespace

### Achievements:

- Built a range of digital campaigns for a leading supplements company
- Maintained a range of medium NFP and medial organisation
- Worked with New South Wales Health in their development of public health education
- Video coverage and documentation of major Sydney events
- Establish funding models based on SEO data models.
- Excellent communication skills

September 2018 to March 2019

NSW Business Chamber

## Digital Video & Animation Producer

NFP networking, advice, and solutions

Creating motion graphics and video for various media delivery platforms, both traditional and Social

### Prior Professional Experience

Early career experience as a Chief Chemist testing polymers compounds for deep-sea military communications installations, while interested in technology and recruitment solutions were nurtured followed during a career in IT recruitment in the UK and Australia.

## Skills

Category	Name	Proficiency	Experience	Last Used
Web	WordPress	Excellent	4+ years	Current
	Elementor Pro	Excellent	2 years	Current
	Lifter LMS	Excellent	4+ years	Current
	HTML/CSS	Good	4+ years	Current
	jQuery	Fair	3 years	2020
	PHP	Fair	4+	2020
	Squarespace	Excellent	2 years	Current
eCommerce	WooCommerce	Good	3 years	Current
	Shopify	Good	2 years	2019
	Neto	Very Good	2 years	2020
	Squarespace	Very Good	2 years	Current
Video	Videographer	Excellent	10 years	Current
	Sony A6100	Very Good	1 year	Current
	Premiere Pro	Excellent	10 years	Current
	After Effects	Very Good	5 years	Current
Other	SEO	Good	3 years	2019
	Google Tools	Good	5 years	Current
	Facebook Tools	Good	5 years	Current

# Recent Projects - WordPress

## [Breakaway Respite Retreat](#)

Breakaway is an NFP that provides a respite for families living with disabled children. The brief was to build and maintain their website. Build an accommodation booking System, events management systems. And donation conversion pages

- WordPress – Elementor Pro– Moto Press Hotel Booking – WP Events- Woocommerce - Digital Maintenance

## [Making Waves Foundation School](#)

Create LMS to train volunteers in the sailing protocol for Disabled People and Information pages to Schools and Cares attending their programs. Create Client Storys for fundraising

- WordPress – Elementor Pro– Lifter LMS – video stories – Premiere Pro -

## [Rustic French Bistro](#)

Rustic French is a startup French Bistro in Potts Point run by Restraunteer Cyril Seguin. The brief was to create a Rustic Design that shows the menus of the Bistro, can book tables and process takeaway products. The Bistro staff manages the website, so it had to be user friendly.

- WordPress – Gutenberg Blocks – wooCommerce – Max Megamenu - Digital Maintenance

## [Sales Made Simple](#)

This website is a video-based training syllabus connected to the CRM. I was responsible for creating the LMS on Lifter LMS and Video content (editing and animation) of the training material. Also, set up of the clients home studio

- WordPress – Lifter LMS – Elementor Pro – Video – Animation – Edit - Digital Maintenance

## [Potts Point Vintage](#)

The brief was to transfer an outdated WordPress site to current standards, Install a modern responsive template design and transfer relevant content. Also, Maintain and create interviews of the owner

- WordPress – wooCommerce- video story – Facebook & Instagram setup - Digital Maintenance

## [Doctor Sidhu – Geriatitian](#)

Replace an outdated WordPress site with a new responsive design and maintain the site.

- Wordpress – Elementor – Video Story – Digital Maintenance

## [Bathurst Showground](#)

Create a new site to represent the Showground and take booking for the campsite accommodation.

- WordPress – Elementor Pro – Moto Press Hotel Booking

## [Bar and Restaurant School](#)

Create an online learning platform for training hospitality staff in Bars and Restaurants

- Wordpress – Elementor Pro– Video Production

## Recent Projects – Squarespace

### [Forum Websites](#)

Portfolio for my services as a digital agency

### [Rachel French Hairdresser](#)

Portfolio of a local hairdresser. Support and maintenance

### [Perry's Fruit Trees](#)

Catalogue for an Adelaide based Garden Centre. Support and maintenance

### [Alison Muire](#)

Quilting Artist to show work and sell handmade cards. Support and maintenance

### [Lizzie Bay Gourmet](#)

Local Take away café and menu