

OWEN LAMBERT

APPLICATIONS ARCHITECT, MANAGER

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Profile

IT & Marketing Manager with demonstrated experience in envisioning, planning, developing, and implementing cutting edge market-savvy web/desktop applications that solve existing challenges and awake new business opportunities.

Skills

Marketing

Proven track record of leveraging & enhancing evolving data and analytics methodologies for growth of lead & opportunity insight.

Development

11 years of sustained web development experience & 6 years of leadership in a development context while growing team spirit and engagement.

Procurement

Knowledgeable of opportunities for effectively implementing reliable existing & supportive business technology pieces.

Technical

Systems

Business Applications
(CRM/ERP/DAM/LMS/SIS)

Linux/BSD Systems
(Apache/MySQL/Mod Rewrite)

Windows Systems
(IIS/Exchange/AD/PowerShell)

Security & Continuity Planning
(IDS/Tripwire/Enterprise Storage)

Campaign Management

Content Delivery
(Microsite/Landing Page/Emailer)

Search Engine Optimization
(Organic/Adwords/AdCenter)

Social Media Management
(16+ sites/#1 YouTube School)

Analytics
(Google/ClickTracks/HitTail)

Front End

Modern Standard Compliance
(HTML5/OOCSS/Native Video)

Mobile App Development
(JQTouch/PhoneGap/Market)

Javascript & Libraries
(jQuery/YUI/MooTools/Prototype)

Performance & Optimization
(CDN/Mod_Pagespeed/Spriting)

Visual & Interactive Media

Graphic Applications
(Photoshop/Illustrator/InDesign)

Video Applications
(Premiere/FCP/AE/Digital Fusion)

Interactive & Multimedia
(Flash CS5/Soundbooth/Cleaner)

Visual Design
(Typography/Colour/Photo Edit)

Back End

Development Frameworks
(CodeIgniter/Zend/Kohana/YII)

Scripting Languages
(PHP5/ASP/SQL/AS3/QScript/VB)

Content Management Systems
(Wordpress/ModX/Joomla)

Version Control
(Subversion/Git)

Communication & Leadership

Team Leadership
(up to 12 people)

Language Localization
(experience localizing to over 14)

Documentation
(Technical/Policy/Process/Copy)

Ongoing Collaboration With
(Clients/Management/Contributors)

Experience

Vancouver Film School (VFS)

Jan 2007 - Present

Vancouver Film School is Canada's premier post-secondary entertainment arts institution and one of the most distinguished in the world.

Manager, Business Applications Architect - Operations (Jan 2009 - Present)

Reporting to the Managing Director (CEO) responsibilities include directing the acquisition and development of all applications within the organization, including but not exclusive to,

CRM, in-house ERP, Student Information Systems (SIS), Digital Asset Management (DAM), Learning Management Systems (LMS), intranets/extranets, portals, websites/microsites/landing pages, and mobile solutions. Responsibilities also include the procurement and licensing of all student and staff software applications, and the drafting and enforcement of policy and workflow assignments derived from such responsibilities.

Recent Highlights include:

HTML5 sites – completely overhauled all primary online properties to meet and exceed evolving visitor experience standards. A snapshot of technologies includes HTML5, OOCSS, HD Video, CodeIgniter, Zend, jQuery + plugins, multi-channel analytic funneling, Wordpress, social media feeding, and Cloud infrastructure.

CRM Migration – Migration of Admissions (Sales) and Marketing departments onto Datatel Recruiter, an educational sector tailored Dynamics CRM Online solution. This Azure integrated solution requires not only migration, but also a heavy focus on workflow & process reassignment, data cleaning & parsing, and development of improved reporting & forecasting opportunities (in progress).

Onboarding Processes – re-architected student & staff onboarding and exiting to remove seven separate systems that required manual intervention into a single-click unified automation process with features such as Active Directory, file shares, FTP and web hosting account creation and permissions, Exchange emails, Exchange distribution lists, printer and resource access codes, and security card clearances.

Vendor Partnerships & Licensing – have negotiated Marketing equity partnerships and grown departmental license visibility, accuracy and deployment insight by 750% (ongoing). A sampling of completed partnerships include Adobe, Entertainment Partners, HP, NVidia, Perforce, Pixologic, The Foundry, and Toonboom.

Webmaster - Marketing (Jun 2007 - Jan 2009)

Reporting to the Director of Marketing responsibilities included leading the Marketing Web Team and managing and developing all outward facing online properties, such as the VFS.com website, VFS Blog, localized International websites, 22 social media channels, lead management systems, campaign microsites, Adwords and cost-per-lead initiatives.

Highlights include:

#1 Industry YouTube Channel – growth and nurturing of social channels that resulted in the strongest YouTube Channel in the educational sector on all metrics, as well as the establishment of 21 additional social media channels with lasting engaged presences.

Centralization of Lead Processing – centralized all independent website lead forms (50+), as well as the corresponding analytics and data flow into a secure, ETL-like solution that accommodates universal campaign management while permitting Best-of-Breed application adoption.

Infrastructure Overhaul – completely overhauled and outsourced the hosting infrastructure moving to a managed, enterprise solution that also leveraged Akamai and Limelight Content Delivery Networks

"Blitz" Campaigns – numerous and ongoing blitz marketing initiatives with extremely tight turn around requirements (re: days) all successfully deployed on time & budget.

Web Developer - Marketing (Jan 2007 - Jun 2007)

Reporting to the Webmaster responsibilities involved building out VFS.com and campaign initiatives such as microsites, landing pages and emailers.

Onison Corporation

Jun 2005 - Jan 2007

Onison is a leading global provider of enterprise-grade digital media asset management, online layout and localization for software for localization of print requirements, and content management systems.

Lead Project Manager / Internet Developer

Lead, and participated with, a team of web application developers providing ECM solutions for clients such as the United Nations, ABB, ANWR, Clariant, Givaudan, Hilti, ICBC, Intersport, Novartis, Siemens, Swisslife and Zurich Bank.

Highlights included:

AJAX-based menu systems (pre-AJAX) – 10x factor user performance increment & dynamic category depth in tens of thousands

File type support expansion – 16 file types to 205 file types

Major Release – expanded Pre eon from brochure management to full

book/catalogue/textbook capabilities

Universal Metadata – architected and developed a metadata management system that completely isolates dependencies between UI & data storage

Gerrard Management Co. Ltd. (E-learning)
Lead Multimedia & Web Developer

2002 - 2005

Freelance
Web Developer

1999 - Present

Accolades

Vancouver Film School

Winner – 2009 Marketing Outstanding Achievement Award (Personal)

Vancouver Film School's Marketing employee of the year award.

2nd Place – 2009 Marketer of the Year (Company)

American Marketing Association's (BC Chapter) award honouring organizations that have demonstrated marketing excellence.

References and testimonials available upon request

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