

JASON KOGAN

Full portfolio available at www.jasonkogan.com

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TECHNOLOGY MANAGER

Achievement-oriented, organized and forward-thinking **Technology Manager** with demonstrated experience in leading interactive teams, developing technical strategy and executing against them, managing relationships with third parties and internal non-technical teams; with hands on experience doing web design and development utilizing the latest technologies and trends to meet wide-ranging business needs. Areas of strength include:

Project Design & Coordination	Usability Analysis	Dynamic Application Design
Full Circle Web Consulting	Business & Project Planning	Functional Specifications

TECHNICAL EXPERTISE SUMMARY

Programming:

JavaScript 11 years
HTML 11 years
CSS 10 years
ASP 5 years
XML 5 years
PHP 3 years
RSS 3 years
JS Frameworks 2 years
JSP 2 years
PL/SQL 2 years
C#.NET 2 years

Web Technologies/Other:

Client consulting 10 years
Usability Analysis 10 years
Newsletter Deployment 4 years
Mobile Web/SMS 2 years
CSS templates 2 years
Third party management 4 years

Database Technologies:

SQL Server 5 years
MySQL 2 years
Oracle/MS Access 1 year

Software/Applications:

MS Office 11 years
Photoshop 11 years
TextPad/handcoding 8 years
Dreamweaver 6 years
MS Visio 5 year
CVS 4 years
Omniture 3 years
HomeSite 3 years
Teamsite 3 years
Google Analytics 3 years
Visual Studio 3 years

PROFESSIONAL EXPERIENCE

SCENE LP (Cineplex/Scotia Loyalty Program) – Toronto, Ontario
Technology Manager: scene.ca

2007 - Present

- ◆ Lead the strategy and implementation of an SMS platform and architected user flows, wireframes, specifications and mocks for the mobile web site
- ◆ Manage the RSS feed and provide guidance for the social media strategy including a regular updates to the facebook page and Twitter profile.
- ◆ Launched and optimized the Hitbox solution for SCENE followed by a fully optimized re-launch on Omniture SiteCatalyst (due to corporate merger)
- ◆ Played a key role on the Usability study of scene.ca and turned the results into a realized solution to improve many aspects of the website
- ◆ Lead the SCENE DataMart gap analysis and played an integral part on the subsequent build of the robust DataMart to support the Data needs for SCENE and all its Partners
- ◆ Successfully coordinated and quarterbacked numerous rounds of bug fixes on the launch of the SCENE Music Store and SCENE Rewards Catalogue
- ◆ Manage the relationships of SCENE with internal SCENE marketing team as well as third-party vendors, partnerships and integrations including Capital C (Marketing strategies and design), Maritz (CMS/contesting/newsletters), Omniture (website reporting), MyThum (SMS), HIP Digital (Music Store provider), Feedroom (video provider) and Edentity (mobile web)
- ◆ Using previous technology skills, and quickly learning new technology platforms, effectively enhanced the site using HTML, XML/RSS, CSS, DHTML and JavaScript

Torstar Digital – Toronto, Ontario
Manager, Technology: toronto.com

2006 to 2007

- ◆ Duties included researching, consulting, writing specifications, architecting, coordinating development and implementing new technology initiatives to improve website usability
- ◆ Managed the team responsible for the production of products, contests, pages, sections, development of client websites, support of the content management system
- ◆ Managed the relationships of toronto.com with internal departments including Sales, Marketing and senior Management as well as third-party vendors including C3 (contesting/newsletters), MyThum (SMS), Keynote (server consistency), Omniture (website reporting), Cinema Source (movie listings), Skywords Traffic (live traffic data), TheStar.com (movie reviews), TheStar.com/EyeWeekly.com/the OneStop Media Network (white-labelling of TDC content), GreenP/TTC/Ourfaves (data integration)
- ◆ Successfully coordinated and launched user registration, a new site look and feel as well as a completely overhauled and expanded movie section drastically improving the site's usability
- ◆ Applying existing expertise and integrating new skills, effectively enhanced the site using .NET, xpath, XSLT, RSS, HTML, DHTML, JavaScript and CSS

Forumwarz Inc. – Toronto, Ontario
Manager, Usability & Product Development: forumwarz.com

2006 to Present

- ◆ Helped turn the idea behind Forumwarz into a true-to-form online browser-based MMORPG
- ◆ Optimized the game to help drive sign-ups and addictive game play
- ◆ Lead the concept behind the Domination end game – a competitive meta-game that pulls users back into almost every area of Forumwarz
- ◆ Helped design the financial model to support the growth of the business

St Joseph Media – Toronto, Ontario

2005 to 2006

Site Operations Manager (Style Group): **CanadianFamily.ca, Fashion18.com, FashionMagazine.com, GardeningLife.ca, MariageQuebec.com, WeddingBells.ca, Wish.ca**

- ◆ Efficiently managed a team of web designers, producers and programmers and performed hands-on production, newsletter preparation/deployment (C3), sales product fulfillment and focused on tool and site development to improve the overall user experience on all websites
- ◆ Successfully launched *CanadianFamily.ca* and *GardeningLife.ca* and re-launched the *Fashion18.com, FashionMagazine.com* websites including the design and development of the CMS used to update the site, vastly improving the user experience and the site offering
- ◆ Quickly learned basic .NET and used ASP, SQL Server, Stored Procedures, HTML, DHTML, JavaScript and CSS to improve the look, feel and function of key components on the sites
- ◆ Expertly project managed and implemented the usage of third-party components, hosting and other IT projects across numerous departments and third-party vendors like C3 & Urchin

Rogers Media Publishing — Toronto, Ontario 2003 to 2005

Online Production Supervisor: **TodaysParent.com**

- ◆ Two-time Employee of the Month and winner of the Rogers Publishing Award for Best Interactive Tool or Feature (2004, All Rogers Publishing Websites)
- ◆ Managed the design, documentation and implementation of the re-launch of TodaysParent.com and the initial offering of LouLouMagazine.com
- ◆ Played a key role on internal search and newsletter solution committees for Flare.com, Chatelaine.com, GlowMagazine.com, LouLouMagazine.com and TodaysParent.com
- ◆ Effectively monitored and ensured completion of projects by interns and inter-office departments for the purpose of content production and new technology initiatives
- ◆ Expertly designed, created and managed the development of dynamic tools to improve the visitor experience on the site using a wide variety of languages (see portfolio for details)
- ◆ Quickly learned Interwoven/Teamsite, Quark/QPS, MySQL as well as many other technologies and production processes in order to meet the needs of the site and any new features requested, transforming the concepts envisioned into a traffic-generating reality

Full list of employment history available at <http://www.jasonkogan.com>

EDUCATION \ TRAINING \ TECH HAPPENINGS

MEIC Mobile Conference – March 2009

The MEIC Mobile Conference is a half-day forum to further the conversation in mobile innovation.

O'Reilly Web2.0 Expo NYC – November 2008

Web 2.0 Expo is a conference and tradeshow for everyone who cares about embracing and extending the opportunities created by Web 2.0 technologies.

Learning Tree – 2007 to 2009

Professional management training courses

- ◆ 290 – Management Skills
- ◆ 292 – Communication Skills
- ◆ 294 – Influence Skills

Omniture Training - 2007

Omniture SiteCatalyst® provides marketers with actionable, real-time intelligence about online strategies and marketing initiatives. SiteCatalyst helps marketers quickly identify the most profitable paths through their Web site, determine where visitors are navigating away from their site, and identify critical success metrics for online marketing campaigns.

- ◆ SiteCatalyst® Advanced User Training

Bachelor of Science Degree in Computing & Information Science – 2002

University of Guelph, Guelph, Ontario

- ◆ Achieved honours in both study program and co-op placement

HOBBIES

- ◆ Captaining my Ultimate Frisbee team
- ◆ Caring for my freshwater fish
- ◆ Playing games from my board game collection
- ◆ Learning Ruby on Rails and building web sites

References provided upon request