

Dave Woodbridge

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Profile

I am a creative, flexible, reliable guy who thrives on detailed and challenging work. The majority of my working experience has been by way of self-employment, where you're only as good as your reputation. Treating people – and their time and money – with respect is the cornerstone of my professional life, and the breadth of my experience provides me with skill sets suited to a variety of situations:

- **Web Developer:** For the past seven years I have been a full-time, independent web developer working with a handful of talented graphic designers and social media experts on a variety of web projects. My specialties are WordPress, PHP and JavaScript, and I've dabbled in other CMS and development platforms.
- **Project manager:** I have extensive experience managing projects of varying shapes and sizes; this includes preparing detailed implementation plans, adhering to timelines, delivering quality products and services on time and on budget, and communicating with clients throughout the entire process.
- **Customer service guru:** Whether one-on-one with clients, performing group training seminars, or in a broader-based sales and marketing capacity, providing the highest possible level of customer satisfaction has always been a personal mantra.
- **Sales & marketing ability:** I have strong, well-developed communications skills, and both sales and marketing have been major components of most jobs I've have held. I am experienced at building and maintaining contacts, cultivating long-term relationships with clients, and closing deals.
- **Entrepreneur and Small Business Helper:** I have more than a decade experience opening and operating small businesses. This includes every facet of small business management, from writing the business plan, to implementing a vision, to managing the day-to-day.

Work Experience

DaveWoodbridge.com – Web Developer

June '10 - Present

Web Development and Social Media Consulting

In 2010 I decided to combine my extensive experience with blogs, social media, and all things internet with my penchant for building and contracting out as a web developer. Focusing on WordPress/PHP and Javascript projects primarily, I built a network of graphic designers who make use of my services on a contract-basis. Since 2011 I have developed well over 100 websites for over a wide variety of clients and industries, and I have worked with some of the premiere communications and marketing companies in Ottawa.

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OutdoorOttawa.com

Mar '11 - Present

Owner, Publisher, Writer, Developer

A melding of my favourite hobbies and my passion for my work: OutdoorOttawa is an online community for outdoor enthusiasts in Ottawa, Gatineau and the region at large. Using a combination of WordPress, BuddyPress, and a tonne of custom pieces, I've created a Facebook-style environment where members can share news and media, write blog posts, and interact with one another, and the site's advanced features keep my WordPress and PHP skills sharp.

BlackBerryCool.com and SmokeLabs

April '07- June '10

General Manager and Business Development

When I took over management of BlackBerry Cool the WordPress-based news blog was one of a handful of fledgling websites focused on the emerging mobile industry; and when I left BBCool was one of the top sources of BlackBerry-related news on the web, with close to a million visitors per month.

Under the banner of BBCool's parent company, SmokeLabs, I ran a number of mobile and gaming-related blogs, hiring writers and developers as needed to build new sites and fill them with content, and working closely with talented graphic designers on all branding issues.

SpaceJobs.com

Feb '06- June '10

Business Development / Sales and Service Manager

SpaceJobs.com was a fledgling jobs website that focused on companies and job-seekers in the space and aerospace industries. Although online for more than 10 years, SpaceJobs' sales and visibility had been stagnant.

I was hired to re-invigorate the website and the SpaceJobs brand; my roles were to generate new sales, manage all aspects of customer service, and to develop and coordinate all advertising and marketing efforts.

Combustion Labs / Ubertor Inc.

Feb '05 – Jan '06

Customer Service Guru

Combustion Labs was a rapidly growing website creation and hosting company that specialized in the Realtor market. Combustion was suddenly faced with a growing client base and no dedicated customer service department, and I was hired to organize and establish web- and telephone-based support services and procedures. I was quickly put in charge of all training, which involved organizing weekly training workshops for our Realtor clients, the production of manuals and training videos, and populating our knowledge base and support site with instructions and articles.

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Laundry Life- Laundromat and Internet Café – Sept '04

June '02

Owner / General Manager

In June, 2002, I began working on the business plan for Laundry Life, a laundromat featuring a dry cleaning depot and an internet café. After opening in April, 2003, I held the position of general manager and was responsible for day-to-day management of the laundromat, bookkeeping, advertising and promotion, and staffing. Under my direction, Laundry Life established itself in one of the city's trendiest neighbourhoods as a community centre of sorts, quickly garnering a reputation for outstanding customer service.

During my time at Laundry Life, I successfully organized two community art shows, and our laundromat served the community in a variety of other ways, such as looking after kids while parents ran errands or tutoring our Internet café customers in various computer technologies.

In Sync Computer Solutions / Look@IT Solutions

May '95 – July '02

Owner / General Manager

For nearly seven years I owned and operated a small computer networking company, providing a single point of contact for small businesses' IT needs. Our projects involved computer sales and service, wiring and infrastructure installation, consulting, and long-term, high quality support for both the networks we installed and the customers who used them. Operating In Sync also involved the preparation of comprehensive proposals and price quotes, considerable advertising and promotion, bookkeeping, etc. While these functions were each important, the majority of my time was spent managing and implementing each project.

One of the larger projects, spanning more than two years, was our focus on the dental industry, during which time we installed over 150 networks in dental offices throughout Ottawa and Toronto. Our task was to work with the major dental software providers in Canada to ensure that each office was equipped with new computers, wiring, and network software and operating systems such that they supported the software being installed. This project involved hiring staff to implement the projects in Ottawa and Toronto, coordinating communication among various parties and, most importantly, rapid deployment of new networks. The majority of our clients were not willing to close during the upgrades, which meant projects were often completed overnight.

PCS Professional Computer Systems Corporation

Jan '89 - June '94

Assistant Manager / Senior Technician

PCS originally hired me as a computer salesperson but, being a small business, my role and responsibilities grew quickly. I was soon trained as a technician and throughout my four years at PCS I wore many hats, including sales manager, head technician, consultant, and customer service manager. I was also in charge of in-store promotions and advertising.

I would be happy to provide references upon request!