



# EARLE WEBBER

[www.mynamesearle.com.au](http://www.mynamesearle.com.au)

After a successful career in Marketing and Business Development, Earle turned his attention towards the online marketing industry in 2008.

Using his passion, experience and skills to assist businesses grappling with the emerging digital marketing environment.

Over his career he has acquired a comprehensive catalogue of Marketing, IT, Design and Development Skills; along with a broad range of communication, engagement and e-commerce experience.

He provides businesses with powerful and effective, online marketing tools and strategies that provide a return on every investment.

## CONTACT

📍 4 Chase Crt, Blakeview 5114  
☎ [www.mynamesearle.com.au](http://www.mynamesearle.com.au)  
✉ 0427 282 969

## SKILLS

### Digital and Media Creation:

#### Web Design

Proficient in a wide range of web design skills including:

- HTML5, CSS and PHP
- Proficient with Adobe Creative Suite
- WordPress, Joomla, Drupal, and Moodle expert
- Experience with most E-commerce and CMS platforms
- Great understanding of UX

#### Graphic Design

- Proficient with Adobe Creative Suite
- Print Ready Files
- Hand drawing, sign writing and painting experience

#### Video and Audio

- Seven years' experience with Creative Suite
- Proficient Video and Sound Capture Skills
- Live sound mixing and video editing experience

### Marketing

#### Digital

- Proven ROI with Facebook Pixel
- Ten years' experience with Google and search engine campaigns
- Six years' experience with PPC Campaigns
- Fourteen years' experience with email marketing campaigns

#### Traditional

- Over twenty years' experience with trade and consumer shows
- Managed thousands of direct marketing campaigns
- Fourteen years' experience with email marketing campaigns
- Print media experience in the Automotive Industry
- Media experience from the radio broadcast industry

### Office and Business IT

- Office365 Admin Experience, including office support for Outlook, Word, Excel and SharePoint
- Fifteen years' Experience with Mail Servers
- Proficient with small network and device management

### Management and Team

- Managing creative teams of over twenty years
- Sales team management experience
- Executive management experience

### Customer Service

- Over thirty years in customer facing roles including direct sales and phone enquiries

Please find my portfolio online at  
[www.mynamesearle.com.au](http://www.mynamesearle.com.au)



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## Recent Work History

2017 – Current

### 1079 Life (Radio Station)

Manager of Marketing and Digital Engagement

Tasked with increasing online engagement and developing an interactive web environment

- In House Web Development
- In House Graphic Design
- Managing the Rebranding Project
- Managing the Online Content Team
- Office 356 Admin

2012 – Current

### Web and Marketing Freelancer

Various Businesses

Developing and managing digital marketing, communications and tools for a list of over fifty clients.

The role included the following responsibilities:

- Web Design
- Graphic Design
- Development and management of online tools
- Marketing Campaign Management
- Click Marketing Campaigns
- Social Media Campaigns
- SEO Management
- Google G Suite Admin and Support
- Microsoft Office Admin and Support
- E-commerce Development and Support
- Web Hosting Server Support
- Email Server Support

2007 – 2017

### Leading Property Managers of Australia

Web and Marketing Tools Developer

Developing and managing digital marketing, communications and tools for a list of over fifty clients

This freelance role included the following tasks:

- Web Design
- Graphic Design
- Development and Management of Online Tools
- Email Marketing Campaign Support
- E-commerce Development and Support
- Web Hosting Server Support

2010 – 2012

### Marketing Manager

Vintek Australia

Responsible for branding, marketing and sales tools,

- Creation and execution of a marketing plan
- Graphic Design
- Development and management of online tools
- Email Marketing Campaign Support
- E-commerce Development and Support



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## Employment History (Prior 2010)

- 2010 **Steinborner Holden** - Online Sales & Marketing Coordinator  
**Air Comfort Service** - Service Coordinator
- 2006 **Dupont Australia (Automotive)** - Vic, Tas Area Manager  
**House of Kolor** - National Marketing Manager
- 1998 **Shannahan Crash Repairs** - Automotive Painter  
**Action Classics** - Automotive Painter  
**K & B Auto Painters** - Apprentice Automotive Painter

## Hobbies



Motorcycles



Camping



Country Music



Guitar

## References

### David Turrel

CEO, 1079 Life Adelaide

I have been employed by David, and he has been a client. (10 Years).

P: 0421 462 844

### Dixie Walters

General Manager, Leading Property Managers of Australia

Dixie has been a client for over 10 years.

P: 0401 489 025