

# BILL JOSLIN

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## PROFILE

A senior Digital & Interactive Professional with extensive design and development experience and over 14 years in web-design and related technologies, including 10 years of programming. A highly adaptable and creative strategic thinker, with excellent communication and interpersonal skills; self-motivated and results oriented with a strong track record of client satisfaction and new business / new product development.

Bill's primary focus has been in developing and managing digital and interactive solutions to meet clients' needs and exceed their expectations. His most valued skill lies in the ability to bridge the gap between clients' business requirements and the use of innovative technology solutions that deliver results. Imagery, written word, audio, and video - all wrapped up in interactive glue and tied directly into the bottom line. An analytical nature, strategic thinking and extensive experience in the online space combine in executing successful win-win opportunities for team members, clients, and customers.

## EXPERIENCE

### **LIME ADVERTISING INC., TORONTO**

**JUN 2006 - APR 2009**

#### **Director, Interactive**

Most recently as Director, Interactive at Lime Advertising Inc., an integrated advertising and marketing agency based out of Toronto, Canada. Grew the digital business from start up to handling accounts for Member Works Canada, Subaru within 14 months and worked with select clients including: Coverdell and Universal DVD.

### **BILL JOSLIN (SELF EMPLOYED), TORONTO**

**DEC 2003 - PRESENT**

Providing graphic design, web development and marketing consulting services to corporate and not-for-profit companies. Clients include: Knightsbridge Human Capital Management, Safeway, Evangel Hall, Re kai Centre.

### **FUSION MARKETING SOLUTIONS (SELF EMPLOYED), VANCOUVER**

**DEC 2002 - NOV 2003**

Providing graphic design, web development and marketing consulting services to corporate, not-for-profit and start-up companies. Clients of FMS include: Farrell Technology, 2 Your Door Services, Inner Self Centre.

### **NIKL ENTERPRISES LTD., VANCOUVER**

**JUN 2001 - OCT 2002**

#### **Co-Founder/Developer**

OnlineStampAndSign.com, is a full-service custom rubber stamp and sign manufacturing, servicing and installation company owned by BC Signs. Hired by Nikl Enterprises at start-up to develop and test an on-line marketing strategy. Created and implemented various options for pure play e-commerce site to deliver tangible products resulting in the creation of OnlineStampAndSign.com.

### **LIAM DESIGN (SELF EMPLOYED), VANCOUVER**

**APR 1996 - JUN 2001**

#### **Owner/Operator**

Web design and flash development. Created one of the first flash-based shopping carts on the web that was integrated into the Nova Via Clicks payment gateway. Later worked with Nova to develop 'post callback' capabilities for the gateway.

## **SKILLS**

Digital and interactive solutions architecture, problem solving, information and online systems development, new business / product development, process landscaping, innovation, marketing, web design / development, rich media, digital video, and web systems. JavaScript, CSS, DHTML, Flash, Spry, AS2, AS3, PHP, MySQL.

## **PERSONAL DEVELOPMENT/EXPERIENCE**

- ◆ SEEDS Program - Self-Employment Entrepreneurial Development Society, Surrey, BC, 2002. (Elected Valedictorian by SEEDS peers.)
- ◆ Traveled through Asia (Indonesia, Malaysia, Thailand, Cambodia, Laos and Nepal) - August 1999 to May 2000
- ◆ Lived in the Pine Barrens of New Jersey for 3 months (1995) studying Primitive Technologies.
- ◆ Studied Shang-Ching Taoism, Nyingma Buddhism and Bon-Po for 12 years

## **REFERENCES AVAILABLE UPON REQUEST**