

Dustin Roe

Bachelor of Commerce | UBC

// EDUCATION

B.COM. | URBAN LAND ECONOMICS

2009 - 2012

Sauder School of Business

WEB IMMERSIVE BOOTCAMP

2015

Lighthouse Labs

// EXPERIENCE

BLENDER MEDIA

Web Developer

April 2015 - Present

- Continually develops, delivers, and maintains high-level websites and projects for 200+ publicly traded companies across all major stock exchanges
- Organizes, edits, and executes email marketing campaigns, website launches, and press release disseminations across numerous platforms
- Experience using *Wordpress* and *Shopify* content management systems to build new web pages and update existing content while ensuring accuracy.
- Advance knowledge of all major social media platforms as well experience using *Buffer* and *Hootsuite* to manage campaigns and accounts.
- Create responsive email blast templates from scratch
- Distribute client news via email blasts and press releases while ensuring compliance to strict Canadian Anti-Spam Legislation (CASL)
- Responsible for configuring client *Google Analytics* accounts to track user data such as bounce rates, click-through rates, and document downloads
- Work hand-in-hand with the design and business development departments to deliver innovative and intuitive design and concise website copy
- Client services expert, ensuring website updates are completed accurately while adhering to strict timelines and managing client relationships
- In team of three, created new style guide pertaining to code for website styles and layouts. Implemented new naming conventions for files and website markup
- Implemented a new visual based project management system for the office

IPPINKA.COM

Junior Copywriter and Editor (Contract)

MAY 2014 - SEPTEMBER 2014

- Curated and created weekly product stories/reviews while complying to character limits and three day turnarounds
- Tasked with setting the schedule for 6 part-time *Ippinka* bloggers, myself included.
- Responsible for editing co-bloggers copy for grammatical errors and succinctness.

CACTUS CLUB CAFE LTD.

Manager | Shift Leader | Senior Bar Manager

2008 - 2015

- Team leadership and management, overseeing bar operations and training new employees
- Responsible for maintaining flow of clientele and ensuring nightly operations run smoothly
- Managed 10+ employees through high volume periods and shutting down nightly operations
- Built lasting relationships with clients and coworkers through strong communication skills

// PROFILE

A UBC commerce graduate, specializing in technical web development and client relations. Highly organized with strengths in written and verbal communication. Experience in Investor Relations working directly with high-profile clients within the mining and resource exploration industries.

Enjoys multidisciplinary styles of writing such as [travel blogging](#), [screen writing](#), and exploring new forms of [story telling through digital media](#).

Very comfortable with both Mac and PC systems.

// CONTACT



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FACEBOOK facebook.com/dustin.m.roe

// PROJECTS I'VE WORKED ON

BELOSUN MINING

Lead Web Developer

- Investor relations site for Vancouver based mining company. Built using PHP, jQuery, CSS3, and HTML5.

CORVUS GOLD

Lead Web Developer

- Built on tight timeline for Vancouver based junior mining company while utilizing JS and jQuery for responsiveness.

SECOVA METALS

Lead Web Developer

- Custom Wordpress website for a newly-formed, publicly traded mining company.

AUBREY TEMPLATE DESIGN

Lead Web Developer & Designer

- A template I made to increase efficiency and reduce lead time of future websites -- effectively making the process faster and cheaper. Targeted to the resource, technology, and biotech industries.

// AFFILIATIONS & COMMUNITY INVOLVEMENT

URBAN REC / UBC REC

2008 - PRESENT

Dodgeball, Softball, and Volleyball General Manager

- Manage team registration and attendance
- Have won seven championships and participated in two annual charity events benefiting Templeton High School in Richmond, BC

MILLIONAIRE PORTFOLIO CHALLENGE

APRIL 2010

Investment Team Lead

- Led a team of five students to a third place victory in a province-wide mock investment challenge where groups were given a fictional million dollars to try and beat the market
- Effectively 'shorted' a variety of companies based within the US

VANG VIENG ORGANIC FARM

FEBRUARY 2013

Volunteer Farm Aid

- Worked alongside locals and other volunteers in efforts to make Laos more sustainable while promoting healthy living

// SKILLS

WEB DEVELOPMENT

- HTML5
- CSS3 / SASS / LESS
- jQuery / Javascript
- Wordpress / Shopify CMS
- Ruby
- PHP
- Dreamweaver and Sublime

BUSINESS

- Proficient with Mac and PC
- Excel
- Word
- Outlook
- Powerpoint
- Basecamp / Trello
- Slack

SOCIAL MEDIA / MARKETING

- Hootsuite
- Mailchimp, Mailpoet, Lyris

DESIGN

- Photoshop
- Illustrator