

JASON KOGAN

Full portfolio available at www.jasonkogan.com

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SENIOR STRATEGIST

Achievement-oriented, organized and forward-thinking **Senior Strategist** with demonstrated experience in client-facing discovery sessions, business analysis, strategy and ideation. With a solid background in product management, information architecture and in leading interactive teams through website creation and production process. A Senior Strategist's key to success is creating precise and easy to understand technical documentation including but not limited to client strategy presentations, functional specifications, wireframes and site architectures. Areas of strength include:

Business Analysis	Discovery Sessions	Full Circle Web Consulting
Strategic Consulting	Usability Analysis	Relationship Development
Product Management	Managing Third Party Vendors	Mentoring and Leadership

TECHNICAL EXPERTISE SUMMARY

Web Technologies/Other:

Client consulting 13 years
Business Analysis 13 years
Product Management 13 years
Usability Analysis 13 years
Third party management 6 years
Newsletter Deployment 4 years
Mobile Web 3 years
CSS templates 3 years
API integration 2 year
SMS campaigns 1 year

Programming:

JavaScript 13 years
HTML 13 years
CSS 12 years
XML 6 years
ASP 5 years
PHP 5 years
JS Frameworks 3 years
JSP 2 years
C#.NET 2 years
AJAX 1 year

Software/Applications:

MS Office 13 years
Photoshop 13 years
Handcoding 11 years
Dreamweaver 6 years
CVS 6 years
Google Analytics 6 years
MS Visio 5 year
Omniture 3 years
Visual Studio 3 years
OmniGraffle 2 year

PROFESSIONAL EXPERIENCE

Devlin – Toronto, Ontario 2010 – Present
Solutions Development Manager: ttc.ca, scotianuitblanche.ca, blacks.ca, royalcanin.ca,
jhgoenroll.com (iPad version), womenscollegehospital.ca

- ◆ Prepared and presented client Strategy presentations demonstrating the evolution of the brand, their online presence and forward thinking that supports future growth
- ◆ Planned, presented and lead clients through Discovery Sessions where business goals and objectives are expertly analyzed in order to create a strategy, functional specifications document and become the product lead tailoring a solution to their needs
- ◆ Fully understood the client vision and acted as their advocate through the design and development phases, ensuring that the expected quality of their product was delivered
- ◆ Negotiated with Third Party Vendors ensuring the best solutions were provided and that the best interests of Devlin and their Clients were met from a product and business standpoint
- ◆ Given only business goals, a generic scope and help from the Devlin team, the Blacks.ca website was ideologically defined, user architected and developed to meet the clients' need
- ◆ Supported the Project Management team helping with training of new members, helping to establish client relations and with custom documentation created through OmniGraffle

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

2007 - 2010

- ◆ Played a key role on the Usability study of scene.ca and lead the strategy and product management of the results into a realized solution which improved the website
- ◆ Lead the strategy and implementation of an SMS platform and architected user flows, wireframes, specifications and mocks for the mobile web site
- ◆ 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
- ◆ Managed 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 Eidentity (mobile web)
- ◆ Managed the RSS feed and provided guidance for the social media strategy including 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)
- ◆ Used previous technology skills, and quickly learning new technology platforms, effectively enhancing the site using HTML, XML/RSS, CSS, DHTML and JavaScript

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

2006 to 2007

- ◆ Successfully strategized, coordinated and launched a new site design with user registration and an overhauled and expanded movie section drastically improving site usability
- ◆ Provided mentoring and leadership to the team responsible for website production, contests, page creation, development of client websites and support of the TOPS CMS
- ◆ Established strong relationships 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) and GreenP/TTC/Ourfaves (data integration)
- ◆ 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 Management: forumwarz.com

2006 to 2010

- ◆ Helped evolve the big idea behind Forumwarz into a true-to-form online browser-based MMORPG
- ◆ Optimized the game design 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
Site Operations Manager (Style Group): CanadianFamily.ca, Fashion18.com, FashionMagazine.com, GardeningLife.ca, MariageQuebec.com, WeddingBells.ca, Wish.ca

2005 to 2006

- ◆ Successfully led the re-launched of *CanadianFamily.ca*, *GardeningLife.ca*, *Fashion18.com* and *FashionMagazine.com* websites including the design and development of the custom CMS used to update the site, vastly improving the user experience and the site offering
- ◆ 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
- ◆ 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

- ◆ Strategized with managers before executing the best solutions to optimize user experience
- ◆ Managed the design, documentation and implementation of the re-launch of TodaysParent.com and the initial site 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

AndroidTO – October 2011

Full day conference for Android supporters and enthusiasts of mobile technology to learn about the latest product innovations and solutions.

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® Advanced User Training

Rogers Awards – 2004

- ◆ Two-time Employee of the Month and winner of the Rogers Publishing Award for Best Interactive Tool or Feature (2004, All Rogers Publishing Websites)

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

- ◆ Ultimate Frisbee and Softball
- ◆ Dog owner and care giver
- ◆ Craft beer enthusiast
- ◆ Board game collector and challenger

References provided upon request