

1/5 Fortescue st, East Fremantle, Perth, WA

BEN MARTIN

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EDUCATION

- 2008-Current** Postgraduate Diploma (Marketing)
Curtin University of Technology Course Weighted Average: 74.89%
- 2005-2008** Bachelor of Arts (Multimedia Design)
Curtin University of Technology Course Weighted Average: 72%
- 2002-2005** Bachelor of Laws (Law) / Bachelor of Arts (Psychology)
Murdoch University I completed 2 years of a Law / Arts degree at Murdoch University before withdrawing from the degree.
Course Weighted Average: 71%
- 1997-2002** In my final year at Scotch I achieved 5 A's and 1 B and a Tertiary
Scotch College Entrance Rank of 97.75 and a TES of 411. I was also a house captain which amongst other things involved organizing over a hundred boys for a number of events a year, as well as a lot of public speaking. I obtained 2 state awards in my final year; A certificate of distinction in English and a Certificate of Merit.

EMPLOYMENT

- June 2008 - Current** Design and Development of Web Sites and Applications.
Director Design of Print products from business cards to catalogues.
Urban Storm Design Development, implementation, reviewing of traditional and digital Marketing and Advertising strategies.
Event Promotion.
Search Engine Optimisation.
Search Engine Marketing.
Meeting with clients.
Review of Website statistics.
Liaising with Printers and other companies on behalf of clients.
Providing a consulting and advisory service to clients.
Dealing with deadlines and organisational problems.
Outsourcing work to other freelancers or companies.
Technical support with IT and hosting packages.
- August 2008 - October 2008** Development on a consultation basis of marketing strategy.
Marketing Consultant Facets of implementation of that strategy.
Interpeople Recruitment Ongoing consultation with the Marketing Manager.
Liaising with the directors.
Relationship forming with key stakeholders within the industry
- June 2008 - Current** Development and implementation of initiatives relating student support.
Supervisor in Charge Managing staff, which included rosters and general duties.
Student Support - CITS Development of Roll out process's.
Curtin University Staff Support.
Development and Maintenance of Abacus Lab Website.

EMPLOYMENT
CONTINUED

June 2006 - June 2008
Supervisor, Student Support - CITS
Curtin University

Assisting students with general Information and Communication Technology (ICT) problems, providing counter and desktop ICT support to students.
Calls and problems associated with Curtin's Wireless and Wired Networks
First-Aid Officer and Evacuation support officer.
Deployment of new computers across four labs

Dec 2002 - Dec 2005
Junior Account Executive
SMA Marketing & Advertising

Reporting to Marketing Manager
Ad Booking
Liason with Design agencies
Marketing updates
Research and Reports
Relationship forming with key stakeholders within the company and the industry.

PROFESSIONAL
AFFILIATIONS AND
AWARDS

Curriculum Council

Certificate of Merit 2002
State Prize in English 2002

Scotch College

Year 12 House Captain
Certificate of Merit
Year Prize in Digital Media, Multimedia & English
Colours in Basketball, Media

SKILLS

Personal

Excellent people interaction skills
Good written skills such as report writing, invoice preparation
Good investigative and analysis skills
Public Speaking
Debating

Software

All of the Adobe Suite
All of the Microsoft Office Suite
Sony Vegas
Maya
3D Studio Max
After Effects
Motion

Languages

HTML, XHTML & CSS
PHP & MySQL
Javascript
Coldfusion
Small amounts of C++ and Java

HOBBIES AND
INTRESTS

I play Basketball once a week and go Surfing when the waves and my schedule permits. I enjoy watching the football and am an avid supporter of the Dockers. I regularly go to the gym and am a voracious reader. I am a fastidious collector and listener of all genres of music from indie to dubstep. I also enjoy a game of golf every few weeks when the surf is flat.

REFEREES

Jesse Wilson Email: Jesse@interpeople.com.au
Marketing Manager Phone: +61 406 759 996
Interpeople Recruitment

Mark Oliver Tel: +61 (08) 9266 2829
Manager Mob: +61 407722701
CITS - Student Support Email: m.oliver@curtin.edu.au
and IT Services

Simon Martin Email: smaadv@gmail.com
Director Mob: 0011 668 47139933
SMA Marketing and Advertising

This Academic eRecord reflects your results as recorded on the University's student records system.
For an official Academic Transcript, please contact Student Central.

Benjamin Keith Heckford-Martin

1/5 Fortescue St
EAST FREMANTLE WA 6158

Date of Issue

26 July, 2010

Student Number

13398620

153410 Bachelor of Arts (Multimedia Design)
Bachelor of Arts (Multimedia Design)

Recognition of Prior Learning

Code	Title	Credits	Grade	Mark %
General Credit	General	25.0		
		Total Credits	25.0	

Completed Within the Course

Code	Title	Credits	Grade	Mark %
2006				
Semester 1	301052 Internet Studies 103 - Socio-Technological Introduction	25.0	7	73
Semester 1	309236 Multimedia Design 171 - Audio and Visual	25.0	7	79
Semester 1	309238 Multimedia Design 173 - Space and Time	25.0	7	70
Semester 1	309240 Multimedia Design 175 - Theory and Practice	25.0	7	71
2006				
Semester 2	301584 Internet Design Introduction 291	25.0	7	72
Semester 2	309237 Multimedia Design 172 - Tools and Concepts	25.0	7	70
Semester 2	309239 Multimedia Design 174 - Interactivity and Narrative	25.0	7	73
Semester 2	309242 Multimedia Design 176 - History and Context	25.0	7	75
2007				
Semester 1	303287 Internet Dynamic Environment Design 391	25.0	7	77
Semester 1	303290 Internet Usability Design 391	25.0	7	70
Semester 1	309241 Multimedia Design 271 - Multimedia Design Process	25.0	6	68
Semester 1	309244 Multimedia Design 273 - Interdisciplinary Practice	25.0	6	68
2007				
Semester 2	301582 3-D Modelling and Rendering Introduction 292	25.0	6	67
Semester 2	301583 Motion Graphics Introduction 292	25.0	7	78
Semester 2	309243 Multimedia Design 272 - User Focus Practice	25.0	7	73
Semester 2	309245 Multimedia Design 274 - Design for Community	25.0	6	66
2008				

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Semester 1	309246	Multimedia Design 371 - Folio Development	50.0	8	83
Semester 1	307067	Multimedia Project 291	25.0	7	74
2008					
Semester 2	301715	Animation and Motion Graphics 392	25.0	6	63
Semester 2	10850	Marketing 100	25.0	8	80
Semester 2	309235	Multimedia Design 372 - Multimedia Delivery	50.0	6	62
Total Credits			600.0		

ACADEMIC STATUS

Good Standing

Course Weighted Average

72.04

Course completed on 28-Nov-2008.

Bachelor of Arts (Multimedia Design) Award Number 167196. Conferred by Council on 06-Feb-2009.

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309992 Graduate Diploma in Marketing
Graduate Diploma in Marketing

Completed Within the Course

	Code	Title	Credits	Grade	Mark %
2009					
Semester 1	5761	Buyer Behaviour and Analysis 561	25.0	8	88
Semester 1	12468	Current Marketing Issues 600	25.0	8	85
Semester 1	5518	Marketing Intelligence and Research 562	25.0	7	71
Semester 1	12477	Public Relations (Principles) 500	25.0	7	79
2009					
Semester 2	305616	Advertising 511	25.0	7	73
Semester 2	5283	Competitive Marketing Strategies 563	0.0	F-IN	60
Semester 2	5519	Electronic Marketing 585	25.0	8	80
Semester 2	12473	Tourism and Event Marketing 570	25.0	6	62
2010					
Semester 1	5283	Competitive Marketing Strategies 563	25.0	7	76
Total Credits			200.0		

ACADEMIC STATUS

Good Standing

Course Weighted Average

74.89

Course completed on 07-Jul-2010.

Note: Academic transcripts printed on or after 28 February 2006 include designated credit and automatic credit in the calculation of the CWA. Transcripts printed prior to this date do not.

..... **End of Record 13398620**