

## Information Technology: Web Development

**What is this?** Extensive experience in developing web sites, dynamic content management systems and web applications.

Working with a range of selected specialists in graphic design, animation, server and web technologies.

**How did I get this?** Working with Macromedia Cold Fusion and Oracle database technology as Chief Information Officer (Internet) building a freight exchange web application for BP Australia.

Developing content management systems for numerous clients using the open source Apache (Web Server), Joomla (Application Framework) and MySQL (Database) paradigm.

Developing e-commerce solutions with direct bank payments automation, credit card and PayPal integration.

Achieving 'first three' listing on Google for web sites and products using SEO (Search Engine Optimisation)

Being a pioneer in the new media 'podcast' innovation with the world's #1 podcast in it's genre: [www.salty.com.au](http://www.salty.com.au)

Using advanced skills in Macromedia (now Adobe) suite of web development programs – Dreamweaver, Fireworks, Flash, Authorware (eLearning).

Training with Macromedia as a Certified Cold Fusion (web to database connectivity) developer.

**What do I use it for?** Developing a range of web applications and services for clients from small business innovation to web applications for major corporations.

**Who could benefit from this skill?** | From small business to large organisations who require expert knowledge, experience and project management skills.