

Resume for Simon Rumble

Personal and contact details

Nationality: Australian

Languages: English (native), French (fluent), Spanish (basic)

Email: <http://www.rumble.net/contact/>

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Key skills

Web analytics

Design, implementation and analysis of web analytics to deliver sales-oriented, actionable business insights.

Web marketing analytics

A/B and multivariate testing to optimise the web for sales.

Training design and delivery

Building training material and delivering training across diverse subjects.

Web production

Managing the process of building, adapting and maintaining complex web sites and services.

Integration

Weaving together disparate web systems into integrated user experiences across multiple back-end services and Content Management Systems.

Web copy writing

Concise copy that informs, sells, complies and fits.

Internet marketing

Optimisation of the sales process through multivariate testing, My complete understanding of the Internet means I can give thorough and informed advice on the opportunities open for marketing on the web.

Employment history

Omniture web analyst

Telstra, Sydney (October 2009-present)

Implementation and process reform of Telstra Media's sprawling Omniture installation. I have designed and implemented Omniture behavioural reporting for Telstra's IPTV services both online and in embedded devices (set top boxes, tablet devices, Internet-connected televisions).

I have started a weekly training regime for the entire company, aiming to get the philosophy of data-driven decision making throughout the business. Each fortnight I deliver a beginner's class to anyone who is interested in starting with the tool, and the following week we do a deep dive into a particular aspect of data collection and reporting. The response has been enormous, with around 30 people each week and a massive increase in interest and usage of Omniture.

Telstra Media is responsible for many dozens of sites across mobile and online, developed by different vendors and delivered through different platforms. Getting consistent Omniture coding across this environment is an enormous challenge. I have improved the processes to make the task more intuitive for site developers and enable the reporting team to repair broken implementations through centralised code.

My biggest achievement has been the implementation of reporting on Telstra's embedded IPTV platforms. In 2010 Telstra launched the T-Box, an IP-enabled Digital Video Recorder that gives access to Telstra's IPTV channels and movie download service. Telstra software for LG and Samsung Internet-enabled TVs and Blu Ray players give access to Telstra's movie download service and IPTV channels.

In a very constrained environment, I was able to get data flowing into Omniture from the different platforms and developers in a consistent manner, to deliver key business insights. This involved breaking new ground and developing new techniques for each platform.

Web and business systems consultant

AAPT, Sydney (September 2006-August 2009)

This contract began as a content manager, loading content into the new public web sites of a major business transformation project, Hyperbaric. Along the way I discovered ways to make tweaks to the CMS platform and work around problems to help us make the launch. Following the launch the contract was extended and I dove further into the integration of the various customer-facing web systems, performing bug triage and business analysis of solutions to business problems and working with the external supplier to deliver new functionality and bug fixes.

Working as the link between the technology and marketing areas, I produced and developed AAPT's various customer-facing sites across a range of CMS platforms. I integrated multiple back-end and third-party systems into the single user interface.

Implementation and operation of analytics tools WebTrends, Omniture and Google Analytics to inform marketing activity, advertising spending and customer retention. Introduction of A/B testing systems to optimise landing pages.

In 2009 I produced a new Drupal-based site with new design and architecture, integrated into twelve back-end systems. My task was to manage design, testing, content loading, integration, network changes and internal change control processes to get the site live on-time and on-budget. The new site simplified the sales checkout process from 15 steps to 5 and improved conversion 350% with a 30% lift in overall sales.

Systems I managed and integrated at AAPT include:

- **Customer Self Care (100,000 logins/month)**
Logged-in customer area with where users view and pay bills, see current usage, lodge and review enquiries and manage their services. Improvements included implementing a JSON web service-driven dashboard showing current account balance and messages to the customer.
- **Launch of new public web site (1.5 million visits/month)**
Migration and launch of new Drupal CMS site, with new branding identity and shopping cart process. Customer checkout simplified from 15 steps to 5 with 350% uplift in conversion and 30% improvement in online sales. Launch involved coordination, planning and testing with every business group in the company and engagement of three different internal change control processes. Site launch was seamlessly completed in March 2009 with no downtime and high levels of satisfaction from customers and business owners.
- **Sales optimisation**
Development of enhanced checkout processes with an AJAX shopping cart that enforced specific workflows based on the products purchased. This increased the provisioning rate by forcing customers to qualify their services before buying.
- **Google Analytics**
Google's web site reporting tool was installed to give quick and easy reporting, covering most of the company's requirements. Ecommerce transactions are reported into the system, as are special items like the results customers receive from tools and form field entries. A/B testing was implemented using Google Website Optimizer for landing page optimisation.
- **Omniure**
When more detailed reporting was required, we implemented the much more complicated and powerful Omniure reporting system alongside Google Analytics. Full implementation included ecommerce, tool usage, user segmentation (customer/not customer), full shopping cart life cycle and conversion funnels.
- **Web screen scraping**
Due to a complicated and inflexible back-end systems, some internal tools were very difficult to customise for our purposes. I developed a technique of screen scraping results pages that allowed us to use AJAX user interface techniques that consumed the results of these tools in new and innovative ways. Before this development we'd been constrained by back-end system limitations when enhancing our sales process.
- **Site monitoring**
Development of automated site, service and server monitoring to ensure compliance with service level agreements from internal and external suppliers and to detect misconfigurations in our complex pricing engine.
- **Landing page development and optimisation**
I worked with our design agencies to develop the interactive components of landing pages, ensuring customers were offered the appropriate products depending on service available at their location. This involved screen scraping internal applications to gather data and integration into our checkout process. Optimisation was performed through A/B testing of multiple versions to assess response rates with different messaging and creative elements.

Freelance work

Sydney (2007-2009)

A range of consulting and journalism gigs.

- Marketing optimisation, analytics consulting and copy writing for successful online store Condom Country.
- Web copy writing for Vodafone business.
- SEO optimisation report for Discover Hunters Hill
- Articles about various aspects of web business and technology for Nett magazine (see web version of CV for links: www.rumble.net/resume/)

Senior technical author

Searchspace (now Fortent), London (June 2005-April 2006)

Senior Technical Author for financial compliance and fraud detection software products using Framemaker. Documentation for print and online help systems and development of automated document production using WebWorks Publisher. Preparation and management for translation.

The most interesting aspect of this job was working for a software development house using the waterfall model to successfully deliver tested, documented products on-time and on-budget. The secret to this seemed to be scrupulous scope management and well-padded estimates.

Documentation team leader

Pilat Media, Stonebridge Park, London (August 2001-June 2005)

Starting as Senior Technical Author, promoted to Documentation Team Leader managing a small team documenting a rapidly-developing television broadcast management system. Planned and implemented conversion from Microsoft Word to AuthorIT to facilitate automated production of both printed and online outputs.

The position also involved quality assurance, document production automation, implementation support at client sites and business analysis.

GNU/Linux consultant

Digital Science Limited, Mile End, London (March 2001-September 2001)

GNU/Linux Consultant, specialising in "dot-com" and ISP type companies with network support, management, scripting, maintenance and technical writing.

Consulting clients while at Digital Science:

- Schlumberger: Technical editing and authoring for a new network.
- Acumen Envision: Training in Linux for Independent Publishing.
- Planet Three Publishing, Clerkenwell, London (February 2001-March 2001)

Author

Australian Consolidated Press Pocketbooks, Sydney (March 2001)

Writing Installing and Running Debian GNU/Linux chapter for third edition of the Linux Pocketbook publication in Australia.

Technical author

Torrington Interactive, Bethnal Green, London (February 2001-March 2001)

Internal development and documentation of Perl in a mod_perl environment, HTML::Template, Oracle PL/SQL driven web fleet management application running on GNU/Linux servers. Documentation done on GNU/Linux system in Perldoc and SDF format.

Author

Australian Consolidated Press Pocketbooks, Sydney (August 2000-October 2000)

Writing and editing of Webmasters Pocketbook, a guide to building a web site for absolute beginners. Distributed through newsagents in Australia and fattening Kerry Packer's wallet.

Web systems consultant

Spike Networks, Tokyo (March 2000-July 2000)

Consulting work for Spike Tokyo designing information architecture of a fashion database/online museum.

Author

Australian Consolidated Press Pocketbooks, Sydney (March 2000)

Writing X Windows and Free Software chapters for second edition of the Linux Pocketbook publication.

Community producer

The Executive Network, Sydney (November 1999-September 2000)

Strategic consulting as content and community producer. Development and implementation of online content and community strategy and technology selection for vertical portal site. GNU/Linux server setup and administration including scripting and configuration. XML news feed processing.

Pre-sales producer

Spike Networks, Double Bay, Sydney (July 1999-March 2000)

Strategy and pre-sales producer. Involving web strategy development, pre-sales documentation, technical documentation and training for large-scale web products. Internal network documentation for global web hosting network. Client training in Tokyo on large intranet project.

Technical author

Aurema (formerly Softway), Chippendale, Sydney (September 1998-July 1999)

Technical Writer. Documentation, FAQs, online help training and marketing materials for Unix resource management tools. Framemaker+SGML, troff, HTML and other tools used within the Unix and GNU/Linux environment. Also a short stint of business research, travelling around asking our clients what they did with our software. Systems used: GNU/Linux, Irix, Solaris, ReliantUnix, Tru64 Unix. Customer interviews and training. Unix and Perl scripting work.

Producer

Corporate Express, Rosebery, Sydney (April 1997-September 1998)

Project to develop and launch Australia's then most successful ecommerce site, NetXpress to sell stationery in a B2B environment. Documentation, training design and customer training development.

Business analysis and internal application documentation, network deployment documentation. Production of site launch processes, product photo shoot and metadata collection.

Journalist

Wide West Media, Ultimo, Sydney (May 1996-April 1997)

Online and print editorial for a variety of publications including the discontinued Webmaster. Development, design and editor of Online World.

Freelance work

Sydney (November 1995-September 2000)

Freelance writing for Internet.au, Australian NetGuide, The Australian, Webmaster, Network World and Macworld magazines including reviews, tutorials and general articles. Designing web site for Your Computer magazine.

Video editor

Whiteway House, Rockdale, Sydney (January 1996-May 1996)

Video production including editing with Media 100 based online suite. Design, implementation and maintenance of online ordering Web site.

Journalist and web developer

Wide West Media, Marrickville, Sydney (August 1995-November 1995)

Writing for Online World magazine; World Wide Web authoring.

Mail order manager

August House Media Services, St Leonards, Sydney (February 1994-August 1995)

Maintenance of mail-order database; Design, typesetting and booking of advertising; Management of data-entry staff; Resolving customer problems.