

# Zareh Tashjian

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## PERSONAL DETAILS...

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Mobile : 0410 44 8093  
Email : zareh@tpg.com.au  
Citizenship : Australian  
Languages : Fluent in English, Armenian, Russian  
Conversational in French and Arabic

## EXPERIENCE... ( CONTRACT / SHORT-TERM / PERMANENT )

Sept 10 – Present

### **Web Systems Architect / Consultant Developer - Sydney, Australia**

Design and development of various web based systems such as content management systems, online campaign management, marketing and tracking systems, mobile optimized websites for:

- **McCann Advertising - Melbourne:** Mobile campaign marketing and online tracking system
- **Publicity Works - Melbourne:** Website maintenance and customised development updates for sites such as Legal Super, Hip Super in Melbourne
- **Lawrence Dry Cleaners - Sydney:** Online mobile campaign marketing system and mobile website landing page content management system
- **Facade Innovations - Sydney:** Online content management system and new website development
- **Penguin Limousines - Sydney:** Online limousine booking and client administration system, website and mobile site development
- **British Movietone - Sydney:** General maintenance, updates, support and custom development
- **Ginger Group - Sydney:** Various web based applications and website development

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Apr 05 – Sept 10

## **Strategy Mix Pty Ltd – Sydney, Australia**

### **Coldfusion Web Applications Architect / Programmer**

- Development, maintenance and support of a web-based marketing and CRM system that is designed to assist over 70 IT companies in generating qualified sales opportunities.

Worked with clients such as Avaya, Optus Business, Integrated Research, Acxiom, Lexis Nexis, Ingram Micro, Kyocera, Canon, Syspro and SAS.

Oct 04 – Apr 05

## **Trigger Effect Pty Ltd – Sydney, Australia**

### **Coldfusion Web Applications Consultant / Systems Architect**

- **Creatable Media** – Content management system design
- General maintenance and update of various existing systems

Sept 02 – Oct 04

## **NetX Communications Pty Ltd – Sydney, Australia**

### **Web Developer / Senior Coldfusion Programmer**

- **Dell Australia** - Email Toolbox Web application that allows users to create, build, maintain and send html or text based emails by selecting preset email templates, products, offers and specifying recipient lists. The email sending process is integrated with DoubleClick.com's - Dartmail via XML. Design and development in Coldfusion 5.0, XML, Javascript and SQL Server 2000 database
- **NetX - Email Toolbox Hub** - Email Management Web application that allows users to integrate and send any email content and recipient list with DoubleClick.com's- Dartmail via secure FTP and XML. Design and development in Coldfusion MX, Coldfusion MX Components, XML, Javascript and SQL Server 2000 database
- **Hutchison Telecoms** - Email Toolbox Web application that allows users to create, build, maintain and send html or text based emails by using email templates and specifying recipient lists. The email sending process is integrated with DoubleClick.com's- Dartmail via XML. Design and development in Coldfusion MX, Coldfusion MX Components, XML, Javascript and SQL Server 2000

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- **Hutchison Telecoms** - XML Web Service application as part of **Connect 3** application that performs credit checking for recently connected customers to 3 Network. The XML web service is written in C# using the Microsoft .NET framework. Data sent and processed via XML using SQL Server 2000 database
- **Hutchison Telecoms – Three.com.au - Website / Sales Extranet / Business Partners Extranet**, Design and development of the whole website and a content management system to control construction and maintenance of the above consumer and extranet sites. The system includes dynamic web form building tools, table and link building tools, image and document libraries and dynamic publishing controls. The system allows secure multi level user access to manage site content, product details, specifications, create online catalogues, create new pages on the website and manage downloadable product specifications. The system also allows users to communicate, share documents and assign tasks for other extranet users. Design and development in Coldfusion MX, Coldfusion Components, XML, Javascript and SQL Server 2000
- **Robert Half**, Recruitment web application to manage employers, and job candidates online including a content management system, an automated scheduled email marketing system, multi level user management and an automated workflow process. Design and development in Coldfusion 5.0, advanced Javascript, dynamic html and SQL Server 2000
- **Yahoo Messenger**, Promotion web application to subscribe users to Yahoo Messenger to obtain points and prizes for referring new subscribers, including site statistics reports, automated point distribution to users and a messaging workflow process. Design and development in Coldfusion 5.0, Sql Server 2000 and Javascript.
- **Westpac Survey Designer / Builder**, A large web application that allows users to design and maintain online surveys with a variety of dynamically generated questions and web forms. The users can create various types of questions, assemble surveys and publish them for online or offline use. The system also generates statistics reports of all answers, calculates time take to complete each survey, and generates all surveys in Adobe Acrobat PDF format on the fly for

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offline use. Design and development in Coldfusion 5.0 using Fusebox methodology, SQL Server 2000, dynamic html, Javascript and extensive use of Coldfusion custom tags.

Jan 02 – Aug 02

**Method / SMS - Sydney, Australia**

**Web Developer / Senior Coldfusion Programmer**

- **Telstra DCM**, Data Compression Management, web application to manage Telstra data compression products, vendors, internet service providers, product specialists and eligible customers. Data transformation via Xml, dynamic online charts and report generation. Provided mentorship and guidance to junior developers. Website development in UML, Coldfusion 4.5, Oracle 8i, Javascript, Dhtml and XML
- **Telstra IAP Selfhelp**, Internet Assistance Program to help customers set-up their internet connection, test and optimise the connection speed for all types of connections. Website development, maintenance, performance optimisation and documentation. Provided mentorship and guidance to junior developers. Design and development in UML, Coldfusion 4.5, Oracle 8i, Javascript, Java, JSP, Dhtml, and XML.
- **Telstra Dial Up Data Access**, Application for customers in remote areas to obtain faster and improved dial up internet connection, the application includes a multi-level access content management system. Website development, maintenance, optimisation and documentation. Provided mentorship and guidance to junior developers. Design and development in UML, Coldfusion 4.5, Oracle 8i, Javascript, Java, JSP, Dhtml and Flash.

May 01 – Nov 01

**Provet NSW Pty Ltd - Sydney, Australia**

**Web Developer / Senior Coldfusion Programmer**

- **Petalia**, Website development and maintenance. Development and maintenance of the Australian Veterinarians' B2C Portal in Coldfusion 4.5, SQL Server 2000, Javascript and Xml.

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Portal and database integration with Telstra, Nine MSN and Yahoo shopping.

- **Petalia - EBC**, Petalia e-Business Management Console.  
Full database design and development of a content management system to manage content for more than 200 veterinarian websites linked to the Petalia Portal. System development in Coldfusion 4.5, SQL Server 2000, advanced Javascript and XML.

Oct 00 – Apr 01

## **Go Man Go Productions - FOX Studios, Australia** **Web Developer / Senior Coldfusion Programmer**

- **Sony Style**, Website Content Management System  
Content management system modifications for Sony Style website. Front end and back end design and development of the system in Coldfusion 4.5, SQL Server 7.0, Javascript and DHTML
- **Go Man Go**, Content Management System  
Content management and Client relationship management system. A web application to update multiple websites developed by Go Man Go. Front end and back end design and development of the system in Coldfusion 4.5, SQL Server 7.0, Javascript and DHTML
- **Go Man Go**, Local Intranet  
Redesign of the local Intranet system including timesheets, job tracking, document access library, security, automated workflow and multiple user management system. Design and development of the system in Coldfusion 4.5, SQL Server 7.0 and Javascript
- **Pulse – Dymocks**, Website  
Full e-commerce based web application to purchase books online, search, shopping cart, product display and review. Front end and back end design and development of the system in Coldfusion 4.5, SQL Server 7.0, Javascript and DHTML
- **Sony - Xplod Hi Fi systems**, Website  
Fully customized and updateable website by using a content management system and an image library. Design and development in Coldfusion 4.5, SQL Server 7.0, Javascript and DHTML

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- **Pod music**, Website  
Online music, features and articles about Sydney. Front end and administration section. Design and development in Coldfusion 4.5, SQL Server 7.0, Javascript and advanced DHTML
- **Scala leather goods**, Website  
Fully customized and updateable website by using a content management system. Design and development in Coldfusion 4.5, SQL Server 7.0, Javascript and DHTML

Jun 00 - Oct 00

## **Westpac Corporation - Sydney, Australia** **Consultant Web Developer / Coldfusion Programmer**

### ***Website Redesign***

- Development and maintenance of the website, through the use of Coldfusion 4.5, Oracle 8.0, FoxPro, Perl and Javascript

### ***E-Business Operational Services***

- Assigned content and functionality changes within the Westpac Internet site

Dec 99 - Jun 00

## **Nethead Communications - Sydney, Australia** **Coldfusion Programmer / Web Applications Developer**

- **Proteus Solutions**, Intranet  
*HR Flex*, Online career development and resume builder application. Design and development of the web application and database in Coldfusion 4.5, SQL Server 7.0, Javascript and DHTML
- **Network Ten**, Website to view and update daily TV programs and allow member customers to book advertising time online. Design, development, and maintenance of the website front end, back end administration, database, and content management system in Coldfusion 4.5, SQL Server 7.0, Excel, Access, Javascript, Flash 4.0 and DHTML

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- **Telstra EOS**, Intranet  
EOS - Employee opinion survey application. Design and development of web reporting and survey application in Coldfusion 4.5, Access 2000, Javascript and DHTML
- **Sydney Swans**, Website  
Website content management system, net club members database administration and maintenance system in Coldfusion 4.5 and Access 2000, Flash 4.0, Javascript and DHTML

Feb 99 - Dec 99

## **Proware Australia Pty Ltd - Sydney, Australia**

### **Coldfusion Programmer / Web Developer**

- **Procter and Gamble**, Intranet  
SSAS - Sales and support activity, customer / product management and web based reporting system  
Design and development of web application in Coldfusion 4.0, Oracle 8.0, Seagate Crystal Reports 7.0, Javascript and DHTML
- **Equestrian Publishing**, Intranet  
Customer and product subscription database management application in Coldfusion 4.0 and SQL Server 7.0, Javascript and DHTML
- **TrueText**, Website  
Online document editing and proofreading application.  
Design and development in Coldfusion 4.0, Access 97, Javascript  
Payment gateway integration and connection via Telstra Shopsafe

## **OTHER EXPERIENCE...**

Mar 96 - Feb 99

*(whilst at university)*

### **Sabfran Engineering Design Pty, Ltd.**

Intranet technical support, structural analysis design / drafting and reports

Dec 95 - Feb 99

*(whilst at university)*

### **Mistearl Northshore Pty, Ltd. Sydney, Australia.**

Sales and customer service

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## TECHNICAL COMPETENCIES...

### Software

- Macromedia Coldfusion Server 9.0, XML Web Services, MS Internet Information Server (IIS), MS, MS SQL Server 2000, Oracle 8.0i, TOAD 4.7 for Oracle, MySQL 5.0, XML Spy 4.3, Adobe Dreamweaver MX, Eclipse IDE, HomeSite +, Macromedia Fireworks MX, Seagate Crystal Reports 7.0, MS Excel, MS Word, MS PowerPoint, MS Access, Ms FrontPage, MS Visio, various Email and FTP programs, MS Terminal Services, VPN, experienced in many image scanning, editing and converting packages, Unigraphics 10.

### Programming Languages / Misc

- Coldfusion 9.0 (CFML), Coldfusion MX Components, Railo CFML, XML, Structured Query Language (Transact-SQL - Sql Server 2000 Scripting / Stored Procedures / Cursors / Triggers), MySQL 5.0, PL/SQL - Oracle Scripting, QBasic, Fortran, Visual Basic 6.0, JavaScript 1.3, HTML 4.0 and 5.0, DHTML, CSS 2, CSS 3, Javascript, Ajax, JQuery, Jqtouch, Android SDK, UML ( Use cases definitions, application usability and design documentation ).

### Operating Systems

- Windows 2008, XP, Vista, 7.0, DOS, Mac OS 8.5, UNIX.

## EDUCATION...

1995 -1998	<b>Bachelor of Engineering.</b> The University of Technology, Sydney, NSW, Australia
1994 -1995	<b>Advanced Communication Skills Course for Professionals.</b> Insearch Language Center – University of Technology, Sydney, NSW, Australia
1993 -1994	<b>Contracting and Estimating Course.</b> TAFE Meadowbank, NSW, Australia
1986 -1992	<b>Bachelor of Engineering / Masters in Mechatronics.</b> State Engineering University of Yerevan, Republic of Armenia
1974 -1986	<b>High School Diploma.</b> De La Salle French College, Amman, Jordan

## SOCIAL INTERESTS...

- Drawing, graphic design, martial arts, jogging, water sports, car racing and traveling

## REFEREES...

References available upon request