RESUME of Marquis Côté

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ABILITIES AND TECHNICAL SKILLS

- Business Development, Marketing Manager, Account Manager, Project Manager, Production Manager, Team Leader, Creative Director, Producer, Event Manager;
- Hands-on development such as Graphic Designer, Programmer, Web and Multimedia Developer, Technical Writer, Information Architect and Senior Analyst;
- Certified Interwoven Administrator; Extended experience in content management systems and Web community portal, e-commerce, blogs and custom Web application and new media implementations;
- Adobe (Macromedia) Products: Photoshop, Dreamweaver, Fireworks, Acrobat, Illustrator, InDesign, Flash, Premiere and ColdFusion; Advanced knowledge of Microsoft Office applications including MS Word, MS Excel, MS PowerPoint, MS Access, MS Visio and MS Project;
- Expert knowledge of Web mark-up languages including HTML and XML, CSS design and scripting languages such as JavaScript, .ASP and .PHP;
- Expert knowledge of Government of Canada's electronic communications standards, guidelines and policies such as Common Look and Feel (CLF 2.0), Official Languages Act (OLA) and the Federal Identity Program (FIP) policy.
- Fluent in English and French.
- Security Clearance: Secret (95193299-0010505039) valid until November 20, 2018.

RECENT PROJECT EXPERIENCE

1. **Roles: Project Manager, Technical Advisor, Senior Web Designer**
   ### CATSA Security Management Framework Online Portal
   Canadian Air Transport Security Authority (CATSA)
   August 2010 to October 2010

   Canadian Air Transport Security Authority (CATSA)'s Security Management Framework (CSMF) Program includes a set of guidelines that are structured around 11 key parts that collectively define "management" and establish the expectations for good management of CATSA. We designed and developed the Intranet micro site for the program.

2. **Roles: Project Manager, Technical Advisor, Senior Web Designer**
   ### Task Force for the Payments System Review
   Department of Finance Canada
   July 2010 to September 2010

   Department of Finance Canada required a WordPress theme for its Task Force for the Payments System Review site, we adapted their design and developed a custom WordPress theme and enhanced the site with custom code and features to provide functionalities they required.

3. **Roles: Project Manager, Technical Advisor, Senior Web Designer**
   ### Army Mobile Site
   National Defence - Canadian Army
   May 2010 to October 2010

   Canadian Army required a mobile-friendly site. digitalOttawa assisted in the development of their new mobile strategy including the design and development of the information architecture to the production of the mobile site, which we designed, developed and should be launching soon.

4. **Roles: Project Manager, Technical Advisor, Senior Web Designer**
   ### CIC Mobile Site and Widget
   Citizenship and Immigration Canada (CIC)
   January 2010 to March 2010

   Citizenship and Immigration Canada required a widget as well as a mobile-friendly site. digitalOttawa assisted in the development of their new mobile strategy including the design and development of the information architecture to the production of the mobile site, which we designed, developed and launched successfully.

5. **Roles: Project Manager, Technical Advisor, Senior Web Designer**
   ### Procurement Web Presence Drupal Site Design
   Public Works and Government Services Canada (PWGSC)
   July 2009 to March 2010

   We managed and assisted in the design and development of PWGSC's new Procurement Web Presence by creating a custom Drupal theme and enhancing the site with custom code and features to provide the user a better experience.

6. **Roles: Project Manager, Technical Advisor, Senior Web Designer**
   ### CATSA Mobile Site
   Canadian Air Transport Security Authority (CATSA)
   July 2009 to December 2009

   Canadian Air Transport Security Authority required a mobile friendly site. digitalOttawa assisted them in the development of their new mobile strategy including the design and development of the information architecture to the production of the mobile site, which we designed, developed and launched successfully.

PROFESSIONAL EXPERIENCE

digitalOttawa Inc., Ottawa (www.digitalOttawa.ca)
Managing Partner, E-Communications Strategist
May 2008 to Present

digitalOttawa delivers E-communications services and strategies for public sector organizations. Recent clients include the Public Health Agency of Canada, Health Canada, Foreign Affairs and International Trade Canada, Human Resources and Social Development Canada. As Senior Partner and E-Communications Strategist, I am responsible for the delivery of the following consulting services:

- Organization and governance review;
- Website and E-communication tools review;
- Online / Internet marketing (social media marketing, viral marketing, online advertising);
- Search Engine Optimization (SEO) and Content Optimization;
- Web Accessibility and Usability;
- Web and E-communication strategy and implementation planning;
- Online / Internet partnerships;
- Social Media integration; and
- Workshops and training (Common Look and Feel (CLF), Social Media and upcoming E-communications methods and technologies).

Public Health Agency of Canada, Ottawa
Senior E-Communications Advisor (Contract)
February 2007 to October 2009

Public Health Agency of Canada (PHAC) is mandated to strengthen and protect the health and safety of

Canadians; in 2004-2005 the Government of Canada has delivered on its commitment to establish a new Public Health Agency of Canada. I was brought on the assist in creating sustainable Web governance and ensure the successful direction of its e-communications assets.

- Advised on the Agency's Web governance plan and structure;
- Assisted in the Web team recruitment and staffing process;
- Assisted in the development of policies, processes and standards for the Web;
- Advised on new innovative technologies;
- Managed National Social Marketing Web projects;
- Advised on all Social Media initiatives;
- Managed Common Look and Feel 2.0 conversion project;
- Advise and project management of Web strategy implementation;
- Project management of the development of the Intranet PHAC Web toolbox;
- Project management of multiple concurrent Web projects;
- Created Web communications and marketing plans and strategies;
- Ensured compliance with federal government policies and standards; and
- Primary Advisor for the Pandemic and Healthy Canadians portals.

Codency Inc., Montreal

Director

August 2006 to January 2007

Codency is a company of ideas, established in June 2006 with offices in Montreal and Paris, providing early-stage financial and management services to companies and entrepreneurs worldwide. As Director, my role was to assist in the company's structure and in the selection and management of new projects.

I've been involved in the following selective projects and tasks:

- Recruited and managed staff and suppliers;
- Coordinated viral marketing and SEO strategies;
- Founded and managed the development of Studio Codency, the internal production department. (www.studiocodency.com);
- Founded and managed the development of pixilis, a video and photo sharing site. (www.pixilis.com); and
- Advised in the creation and launched of GigaSize (www.gigasize.com), Diamancy (www.diamancy.com), StillChic (www.stillchic.com) and Needen (www.needen.com).

The Other Side Studios, Ottawa (www.theotherside.ca)

Creative Director / Producer

March 2004 to Present

The Other Side is about letting the spark of good ideas take flame. With a vast wealth of experience, carefully developed tools and the dedication to make ideas into viable business realities, The Other Side has both the talent and commitment to take ideas where they need to go. The Other Side also takes on to assist small and medium size business with their online presence. As Founder and Creative Director, I am responsible for the support and production of products and new companies.

I successfully launched the following projects:

- Game Summit: Hobbyists, board gamers, role-players and more will converge this fall to roll their dice and play their hearts out at Game Summit's table-top gaming convention. (www.gamesummit.ca);
- City Hunters: Canadian urban cities digital scavenger hunts equipped with digital cameras and/or PDAs. (www.cityhunters.ca); and
- Clickathon: a two day stock photography event, producing over 2,500 usable royalty-free photography. (www.clickathon.ca).

Imatics Inc., Ottawa

Solutions and Business Development Manager
February 2003 to August 2006

Imatics is a communications solutions provider operating since 1996. As Solutions and Business Development Manager, I was responsible for the full delivery of communications solutions to clients, from drawing up a proposal to crafting a solution, to production and delivery. I also played an important role in the company's growth, assisting in its business development. My roles and responsibilities were multifaceted and included:

- Business Development and Marketing Manager; Account Manager and Project Manager; Production Manager and Team Leader; Creative Director and Art Director; and
- Hands-on development as Graphic Designer, Programmer, Web and Multimedia Developer, Technical Writer, Information Architect and Senior Analyst.

The following is a selection of some of the more than 100 projects I have successfully delivered:

- Canadian Environmental Assessment Agency (CEAA) Web Site
- Canadian Intellectual Property Office - IP Toolkit Web Site
- Canadian General Standards Board (CGSB) Web Site
- Canadian Heritage – LangCanada Branding & Communications Tools
- Canadian Museum of Civilizations - Before E-commerce Web Module
- Canadian Museum of Civilizations - Greece Secrets of the Past Web Module
- Canadian Museum of Nature - Natural History Notebook Web Module
- Canadian Security Intelligence Service (CSIS) - History & Artefacts Module
- Canadian War Museum - Democracy at War Web Module
- Health Canada - Healthy Living & Sport Participation Web Site
- Health Canada - Quit 4 Life Branding and Web Site
- International Federation of Customs Brokers Associations (IFCBA) Web Site
- RCMP & Justice Canada - Our missing children Web Site
- PSEPC - Photography & Canadian Emergency Preparedness College Web Site
- Security Intelligence Review Committee (SIRC) Web Site

I have account managed multiple projects for the following clients: Industry Canada, Health Canada, Parks Canada, Justice Canada, Library and Archives Canada, Transport Canada, Environment Canada, Canadian Heritage.

Réseau Borealis Network Inc., Ottawa

Vice-President, Marketing and New Business Development
July 2000 to December 2002

Borealis was a start-up and leader in creating unique quality business services for small and growing companies in a co-operative and resourceful environment. Borealis member companies built on individual strengths to grow and expand and to produce world-class products and services. As Vice-President of Borealis Network, and Vice-Chairman of the company's board of directors, I was responsible for the company's overall marketing, networking and business development activities. This included corporate branding, partnerships and new business opportunities.

- Co-founded the company in July 2000 with the regrouping of the first 20 member companies;
- Coordinated the marketing research;
- Led the marketing and branding and developed the companies' corporate identity;
- Managed the start-up operations, co-ordinated the facility set-up, services and membership process;
- Defined and analysed the services and delivery process;
- Initiated internal office procedures, following ISO 9000 standards;
- Coordinated the technical infrastructure implementation;
- Negotiated partnership agreements with suppliers and strategic partners; and

- Recruited initial personnel and operational resources.

Horizon Media Group Inc. (HMG), Ottawa

Owner and Senior Consultant
August 1995 to December 2004

HMG was founded in 1995 providing media design, marketing strategies, information technology and e-business solutions. I was the primary founder and operator. HMG closed its doors on December 2004 after moving its clients to Imatics Inc.

- Recruited and managed project teams;
- Managed the development of over 50 communications projects which included clients such as Canadian Figure Skating Association, Industry Canada, Health Canada and Elections Canada;
- Provided training and mentoring in Web and communications technologies; and
- Provided services in corporate branding, photography, illustrations and multimedia development.

Elections Canada, Ottawa

Project Manager and Web Strategist (Contract)
October 2001 to August 2002 – Ottawa

Elections Canada is the non-partisan agency responsible for the conduct of federal elections and referendums. I was contracted to provide research, analysis and needs assessment of Elections Canada's electronic delivery services.

- Advised on Elections Canada's Web governance plan and structure;
- Assisted in the Web team recruitment and staffing process;
- Researched and reported on the structure of other government agencies; and
- Advised on current technologies for implementation and developed the Web standards documentation.

Industry Canada – Connecting Canadians, Ottawa

New Media Consultant, Team Leader and Project Manager
February 1997 to April 2001

Connecting Canadians is the federal government's vision and plan to make Canada the most connected country in the world. I occupied a four-year position with the Connecting Canadians' initiative as a new media consultant and managed the development of over 50 medium and large projects.

- Created and led the new media division of the Creative Media Team. Initiated the formalisation of the departmental Webmaster advisory committee and assumed the role of chairman;
- Planned, managed and deployed projects for multiple programs: SchoolNet, Network of Innovative Schools, Community Access Program, Smart Communities and Computers for Schools;
- Prepared and presented multimedia presentations for the Department;
- Prepared training guides, standards and guidelines for multimedia Web site development and graphics, developed extranet site for hosting documentation;
- Managed and developed Intranet and on-line inventory of all hardware, software and equipment for the Department and tested technologies such as video streaming and video capture and provided recommendations;
- Managed external application and development contracts; and
- Administered software and hardware requirement assessments and purchases, including desktop computers, software and additional peripherals for all Canadian First Nations Schools.

Government Information Technology Week, Ottawa

New Media Consultant and Project Manager (Contract)
August 1999 to August 2000

Canada's IT Week is a venue aimed at making information and communication technologies more

accessible, appealing and exciting. It is jointly promoted by Industry Canada and the Information Technology Association of Canada (ITAC). I led the development team and acted as lead Web advisor.

- Defined client requirements and proposed solutions;
- Managed the development of the custom content publication system; and
- Planned, managed and developed IT Week's Internet presence.

North American Security Services, Ottawa

Team Leader and Consultant
October 1992 to April 1996

Established in 1983, NASS has grown into a full-service security company offering state-of-the-art security solutions. In short, NASS is a total security solution provider, whether commercial or residential. For four years, I played an integral role at North American Security Services, progressing through positions of increasing responsibility in the areas of operations, marketing and sales.

- Led the control dispatch centre team, recruitment and training;
- Integrated ISO 9000 business policies and standards;
- Developed, launched and supervised the alarm response team;
- Assisted in the implementation of the company's wide area network and information technologies;
- Managed external application development contracts; and
- Created and advised on the company's first Internet presence.

EDUCATION & PROFESSIONAL DEVELOPMENT

- La Cité Collégiale, Graphic Design, 1995
- La Cité Collégiale, Architectural Technology, 1992
- Interwoven Certification, 2007 – Interwoven
- Project Management, 2000-2001 – PolarStar Enterprises
- GOL Common Look and Feel, 2000 – IHAB / Internet Institute
- Accessibility and Usability on the Web, 2000 – IHAB / Internet Institute
- Facilitation and Presentation Skills, 2001 – PolarStar Enterprises
- Team Building, 2000 – PolarStar Enterprises
- Loss Prevention and Security Awareness, 1992-1994 – NASS
- Photography, 1991 – Canadore College

PERSONAL INTERESTS

Traveling, Biking, Martial Arts, Social Media, Business Networking and Photography.

REFERENCES

Available on request.