

OBJECTIVE

To promote the productivity and organisational benefits of Internet technologies whilst expanding and consolidating my own skills in the areas of Internet Solutions, Marketing, Promotions, Public Relations and in particular the growth area where the above overlap - "Internet Marketing" - and especially "Organic SEO".

PERSONAL

- Please request references via e-mail or mobile.
- Hobbies include Linux, reading, gym, walking, biking, swimming, study (Marketing & IT) and AFL.
- ex Media Liaison - South Australian Internet Association

Steve Goodridge

- Edwardstown, South Australia
and Legian, Bali, Indonesia

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Work Experience

June 2011 - current (2018) [Rank Success](#) and [Adelaide SEO](#) with some similar Bali interests developing. Specialist Organic SEO and Internet Services

- Search Engine Optimisation
 - with a particularly emphasis on Organic SEO
- Domain Speculation
- Web Hosting - WHM & cPanel
- Domain Sales
- Joomla CMS
- Joomla CMS Updates & Security
- Internet Training

May 2005 - June 2011 [The Eventshop](#)

Web Strategist - advising and assisting to implement Internet Technologies to the Australian Ticketing Industry via The Eventshop & Venuetix Adelaide:

- Search Engine Marketing
 - with a particularly emphasis in Organic SEO
- Womadelaide Tech Infrastructure
- Domain Management
- Web & Email Hosting
- Bulk Newsletter Management
- Event Technical Networking

May 2004 - Current [Goodridge.Net](#)

Proprietor of Internet Consultancy providing internet technology solutions:

- Search Engine Marketing
 - with a particularly emphasis in Search Engine Optimisation
- eCommerce Solutions
- Website Content Management
- Content Management Systems
- WebTemplate Systems
- Web & eMail server administrator
- Event (Wireless) Networking

April 2003 - March 2004 [Escapenet](#)

Business Development Manager

- Devise & establish reseller network
- Marketing Strategy
- Search Engine Marketing & Optimisation

March, 2001 - April 2003 [Bridgehead Australia](#)

Marketing & Web Projects Manager

- Sales Forecasting, Budgeting and Management
- Sales
- Marketing
- Product Development
 - WebTemplate
 - WebTemplate Modules
 - Search Engine Success
- SA Distributor for MediaLibrary
- Technical Liaison for Internet Technologies
- Key Account Management
- Commercialisation of Search Engine Marketing
- research, co-ordinate and implement eCommerce reseller systems

July 3, 2000 - February 9, 2001 [Internet Broadcasters](#)

Sales & Marketing Manager

- Design Marketing Strategy and intergrate into Business Plan

- Devise Marketing Communications Strategy
- Develop Brand Management Procedure
- Initiate strategic alliances with key distribution channels
- Coordinate marketing components within Technical SRS
- Market Research and Competitor Analysis
- Research & Coordinate eCommerce Solutions

• **May 10, 1998 - June 23, 2000** [SE Network Access](#)

Marketing & Promotions Manager

- Devise and design concept, strategies and content to final product for the promotion and marketing of SE Network Access Pty Ltd.
- Liaise, negotiate and buy all media including Television, Radio, Press, Billboards, Skywriting and direct marketing
- Plan, write, co-ordinate and present Internet Business Seminars on a 10 - weekly basis at the Hilton International
- Plan, organise and co-ordinate SE Net's presence at annual Wired-Up Exhibition
- Publish Press releases to media
- Co-ordinate information campaigns in response to anti-competitive competition and legislation proposals
- 5 year regular "Internet Guest" on Radio 5AA, with occasional spots on 5DN
- Devise, design and organise "SE Net's Big Xmas Bonanza" lottery - including liasing with Revenue SA, Independent Auditors and facilitating cross-promotions with media
- Design, coordinate and monitor internal SE Net techniques for measuring the effectiveness of specific advertising and marketing strategies.
- Construct communication and sales systems to measure, enhance and improve net returns from incoming enquiries
- Design and present industry specific Internet training seminars
- Coordinate, negotiate and apply BankSA eCommerce solution

July 1995 - May 10 1998 [Internet Academy](#)

Manager/ Proprietor

- **Business Administrator.** Oversee and run all aspects of new Internet business, from birth- to sale of to SE Network Access Pty Ltd.
- **Internet Server Administrator.** Oversee and run Redhat Linux on 3 Internet Servers supporting 1000+ clients
 - Server #1. Dialin Server that allows clients (both internal and external) to connect to our site and use it as an Internet gateway and mail server.
 - Server #2. Proxy Server running Squid and Peer networks
 - Server #3. Apache Web Server - Redhat 4.2 - Hosting Web Pages.
- **Internet Help Desk Support** Provided both online and telephone support for a wide variety of Internet applications, specialising in Networking the Microsoft Operating systems.
- **Internet Training** Design and teach courses in Internet Basics and Web Page Design, for Academy clients and those of Stones/Muriden Business College. The Web Page Design Course structured mainly around raw HTML language with an introduction to WYSIWYG software.
- **Domain Registration & Web Hosting** Register and configure 3rd party domains for 'virtual' Web Hosting and Email services.
- **Web Page Design** Sales and design of Web Sites for small and medium size business.
- **Radio Show Guest Speaker** regular guest on Adelaide's 5AA since late 1995 including a 1/2 hour 18 month season on Leon Byners afternoon show including own slot - "The Web @One", as well as numerous other spots including regular 1 hour Sunday shows during the summer months. Talking mainly Internet, Telecommunications and related technologies.
- **Sales** Designed and sold Internet/Intranet solutions for a wide range of business applications from Web Page Design Courses for Business Colleges, to practical foreign language interactive courses for remote Primary Schools as well as numerous Small & Medium Business Networking Solutions.
- **Training Seminars** Designed and presented "Your Industry and the Internet" style seminars and training programs for many and varied business and Industry groups - most notably the 1995 Indonesian Trade delegation, Yellow Pages Adelaide, and the South West Catholic School Librarians.
- **Search Engine Marketing** specialising in Search Engine Optimisation

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EDUCATION

2000 - 2000 [UNISA](#)

Post Graduate Certificate in Marketing

1983 - 1985 SACAE - Magill Campus

Communication Studies (incomplete)

13 of 27 units passed, with a major in Filmaking and a minor in Television Production.

- Secretary of the Student Union 1983

Other Training 1989 - 1999

- 2005 - Hamilton College - PHP 101
 - 2005 - Hamilton College - Dreamweaver
 - 2005 - Hamilton College - Illustrator
 - 1999 - IIT-Training - Linux Administrators Course
 - 1997 - Stones Muriden College Basic Hardware Technician Certificate
 - 1997 - Computer Power Training Institute - Unix
 - 1996 - Landmark Education - Communications Course
 - 1993 - Approved OH&S Rep Training Workshop.
 - 1993 - Elective Continuig Training Workshop - SAEF
 - 1992 - Health & Safety Committee Workshop - SAEF
 - 1992 - Approved OHS&W Reps Training Workshop - SAEF
 - 1991 - 2nd Round Training Course for OH&S Reps.
 - 1991 - Round II Health & Safety Rep Training - SAEF
 - 1991 - Landmark Education (Melb) - Advanced Course
 - 1990 - "The Forum" - Landmark Education (Ade)
 - 1990 - OH&S Training Course in Accident Investigation
 - 1989 - Basic Training for OH&S Reps.
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