

BENEDICT HOBAN



RESUME

I deliver digital solutions using a strong management, analytical and technical skill set.

My experience includes a range of leadership roles and projects spanning 20 years. I have worked agency and client side in IT and eCommerce operations management, digital marketing, product and project management.

I am open to work in a senior management role, leading a motivated team that values innovation and is excited to push creative and technical boundaries.

PERSONAL DETAILS

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BOOK A CALL: hoban.co/connect

CAREER OBJECTIVE

Leading a innovative, socially conscious organisation that works to exceed user expectations with every project.

EDUCATION

TERTIARY: Business Management
Product Design Commercial
Cookery

SECONDARY: Xavier College
VCE-1993

PROFESSIONAL CAPABILITIES

I have wide ranging experience in digital project planning, management and delivery for enterprise web systems and CRM/ERP. Technical skills include:

- Project scoping and budget management
- Project management methodologies (agile, waterfall) and platforms (Jira, DevOps, MS Project)
- CRM (Dynamics 365, HubSpot)
- Web CMS (WP, Umbraco, Craft, Sitecore)
- eCommerce operations management
- Google Ads and Analytics
- Email marketing platforms (ClickD, HubSpot)
- Adobe Creative Suite (PS, AI, AE, InDesign)
- Microsoft 365 administration management (Teams, SharePoint, OneDrive, AD, Azure)



[linkedin.com/in/benhoban](https://www.linkedin.com/in/benhoban)

COVER LETTER

Thank you for considering me for a role in your organisation, I appreciate the opportunity to learn more about the position.

With two decades of experience traversing the digital realm, I have honed my skills and acumen through a varied career that has encompassed agency work, consulting, and client-side representation of global brands.

This breadth of experience has granted me a unique perspective and understanding of the nuances involved in successfully delivering large-scale digital projects from all angles.

My expertise in agile delivery methodologies and business process analysis has been further fine-tuned through my recent leadership of a digital transformation initiative, which has served as the pinnacle of my professional achievements to date. I am eager to continue leveraging my skills and experience in similar capacities within the industry.

Regards,
Benedict Hoban

PERSONAL PROFILE

My working life began in hospitality as a chef.

Business interests over 25 years have included a restaurant, web design agency, board game publishing, apparel, events company and social enterprise.

Living in Spain from 2016 - 2019 I developed a love for paella, and cater for friends and family whenever possible.

I am married with two teenage daughters.

REFEREES & PAELLA RECIPE

Available on request

2019 - Current

IT / PROJECT MANAGER - KIDNEY HEALTH AUSTRALIA

Employed to manage a \$1.25m grant to complete a digital transformation, I joined the SLT in the vacated IT Manager role after 6 months. After scoping the requirements of the business I built a team and implemented a full migration of business systems onto the Microsoft 365 environment. The major elements were the design and build of the CRM and ERP systems in Dynamics 365 and Business Central.

- Managed \$250K website build in CraftCMS with Carter Digital
- Reduced ongoing IT costs by 50%
- Evaluated and engaged new IT Services provider (Nexon)
- Evaluated CRM platforms and suppliers against business needs
- Managed design and delivery of Dynamics 365 environment
- Designed and developed integrations with 3rd party platforms
- Worked with department heads to deliver workflow and reporting requirements
- Managed transition to Teams cloud telephony
- Implemented 8x8 IVR with CRM integration
- Migrated file server to SharePoint
- Change management of business to Teams for remote work
- Supported a range of business functions with Microsoft Portal implementations

EMPLOYMENT HISTORY

2017 - 2019

PRODUCT MANAGER - PEOPLE IN AGRICULTURE

From 2017 - 2019 I lived in Spain with my family and was contracted to manage the People in Agriculture site. This online platform, developed in my time at Dairy Australia, was an industry funded project that provided employment advice to farmers.

- Developed and executed product roadmap
- Managed online advertising accounts and developed ad content
- Co-ordinated quarterly steering committee meetings with stakeholders
- Updated website content
- Tracked and executed SEO improvements via analytics
- Liaised with IR lawyer to maintain up to date employment policies and legislation
- Managed social media accounts and community
- Developed and maintained 110 pdf assets for download (1000+ downloads/month)
- Managed platform upgrades
- Developed video marketing content

EMPLOYMENT HISTORY

2014 - 2017

DIGITAL PROJECTS MANAGER -DAIRY AUSTRALIA

This engagement was initially a contract role for the lead industry association for the Australian Dairy Industry. For two years I managed the relationship with the core digital agencies to deliver web projects and digital strategy across the business.

- Project and production management
- Creating, maintaining and executing project plans and time lines.
- Requirements gathering
- Project scoping and costing
- UX research and design
- Wireframing
- High level digital strategy for the ongoing Sitecore Environment
- Quality assurance processes
- Digital roll out of projects across desktop and mobile technologies
- Project managed Sitecore website builds with agency partners
- Devised and managed digital marketing strategies
- Supported the brand managers in implementing and maintaining online marketing assets
- Technical documentation creation

EMPLOYMENT HISTORY

2011 - 2013

MANAGER - WEB DEVELOPMENT & DIGITAL MARKETING - NESTLÉ HEALTH SCIENCE

Nestlé Health Science manages the Optifast and Sustagen brands and a range of Health Care Professional orientated nutritional supplements. I provided contracted services to engage a new digital agency, provide online marketing strategy and maintain the brand websites.

- Project and production management
- Creating, maintaining and exerting project plans and time lines.
- Developed processes for digital project management for the greater Nestlé marketing department
- Designed and scoped eCommerce platform architecture and business process for the medical foods online channel
- Digital roll out of platforms across desktop and mobile technologies
- Project managed Sitecore, Wordpress and Magento website builds with agency partners
- Devised and managed digital marketing strategies
- Supported the brand managers in implementing and maintaining online marketing assets
- Technical documentation creation

EMPLOYMENT HISTORY

2010 - 2011

ONLINE OPERATIONS MANAGER - FACTORY X

Factory X is a major Australian fashion retailer that includes Alannah Hill, Dangerfield, Gorman and Jack London. I was contracted to deliver their first online store; the factory and seconds outlet Clear-iT. The teams and processes established in this project now underpins \$20m in online sales annually.

- Launched www.clearitonline.com.au website
- Developed business plan including budgets and projections for business
- Designed website and project managed programming and deployment using Magento
- Defined team roles and responsibilities to manage the eCommerce department
- Designed and executed online marketing strategy
- Integrated eCommerce platform into existing business ERP systems
- Established payment gateway and integrated with legacy accounting systems
- Set up warehousing and shipping logistics
- Set up photography studio and product management strategy
- Implemented business reporting systems
- Defined customer service procedures

EMPLOYMENT HISTORY

2008 - 2009

DIGITAL PRODUCTION MANAGER - FRONTIER ADVERTISING

Boutique full service agency Frontier Advertising acquired my studio “The Engine Room” to boost their digital services capacity and retained me as the head of that department. Clients included DFO, THQ, The Falls Festival, HTC, Devine Homes and Beyond Blue.

- Project managed online design and development projects up to \$120K
- Managed development team of up to 12 in-house and out sourced designers and programmers
- Scheduled production of up to 20 concurrent projects
- Managed up to \$600K of projects p.a.
- Planned project requirements based on assessed business outcomes
- Interviewed and employed designers and developers
- Introduced digital advertising products to the agency mix
- Managed budgets and projections for the Digital Dept.
- Planned marketing materials and development for integrated through the line campaigns
- Presented new technologies and processes to the greater agency for better digital service provision to existing clients
- Won new clients to the agency based on digital services

EMPLOYMENT HISTORY

2001 - 2008

THE ENGINE ROOM - OWNED AND MANAGED WEB DESIGN STUDIO

The Engine Room was an award winning studio that grew with the fledgling digital market from “Multimedia CD-Rom” interface design to websites and Flash UI and animation. Progressively a heavy design focus led to more engagement with Advertising Agency clients and was eventually acquired. Clients included Frontier Advertising, Lexus, Toyota, AFL, Vividas, Austereo, SA Tourism and Chivas Regal.

- Project managed online design and development projects up to \$100K
- Managed development team of up to 12 in-house designers and programmers
- Scheduled production of up to 20 concurrent projects
- Managed up to \$500K of projects p.a.
- Received multiple design awards for the Engine Room website
- Interviewed and employed designers and developers
- Developed and marketed products for specific service offerings
- Performed all sales, account management and proposal writing

EMPLOYMENT HISTORY