

PAUL RODNEY TURNER

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Having served as president of a web design company and director of an International NGO, I possess over 30 years of business analytics, IT and management experience. Alongside this I am well-versed in public speaking, mentoring and fundraising, and furthermore have a thorough knowledge of web development, graphic design, business strategy, volunteer coordination and product design. I create great value by getting to the core issues through careful analysis. I facilitate clear communications between all stakeholders, from business users to engineers and customers and improve business processes. I also have a proven background in public relations, sales and marketing, and am adept at combining all these disciplines to achieve creative business solutions.

“His professional and personal skills are absolutely first-rate.”

- Rob Wright (Senior Communications Officer, The World Bank)

KEY SKILLS

Excellent Communication

Having authored five books and hundreds of articles I have well-honed and astute written skills. This translates to oral communication, through which I have presented more than 200 training seminars and motivational talks worldwide.

Skilled and Accomplished in Design

I have designed hundreds of websites, marketing campaigns and advertising tools, and also have a thorough knowledge of logo design from concept to the finished product. My skills in design transferred to inventing products for the billiards industry.

Thorough Knowledge of Web Development and IT

I am accomplished and experienced in the following software and languages: Software: WordPress / Dreamweaver / Illustrator / InDesign / Photoshop / Flash Languages: HTML / DHTML / PHP / CSS / JavaScript / MySQL. In terms of web development, I have experience with hundreds of websites, from defining functionality to coding. Furthermore, I have expertise in SEO and Google products, including adwords. I also have broad experience across numerous industries of business analysis.

Passion for Charity Work and Holistic Health

Utilising my IT skills, I trained volunteers for non-profit and have been an IT mentor to many. Furthermore, I spent 30 years in a management position with the world's largest plant-based food relief.

I have raised more than \$1.5 million for non-profits and am adept at volunteer coordination, leading emergency teams in Sri Lanka and Japan. Having spent 14 years as a monk, I have a passion for holistic health and have spent time as a yoga teacher, spiritual counsel and raw food and vegan chef.

QUALIFICATIONS

- Certified MacroMedia Dreamweaver developer – BrainBench (2000)
- Certified MacroMedia Flash developer – TecHead (2002)
- ePublish Administration – World Bank (2003)
- Rationale / Vignette Content Management Suite – On site with Rationale (2003)
- Netegrity SiteMinder Deployment and Administration (2003) - MicroTeck

PROFESSIONAL EXPERIENCE

2010-2016

Freelancing

Graphic Design, Web Development and Health Coaching

- Designed and developed new websites for the following clients: A Well-Fed World, KMM Technologies, Juliana's Animal Sanctuary, Walking Meditator, Food for Life Global, Billiards Training, Juliana Prana, Chocagra, Hari Bhakti Dey, Leanne's Cleaners, etc.
- Managed social media promotion for various non-profits
- Managed multiple crowd-funding campaigns and promotions.
- Authored book and launched health consultation service called Food Yoga.

2006 - 2010

The World Bank

Graphic Designer and Web Developer

- Design and development of learning modules using Flash
- Developed external websites for World Bank Environment department
- Developed web sites for Water, Sanitations and Transport departments
- Development of Flash e-learning modules and animations for Learning department

- Designed training manual for the World Bank
- Designed numerous posters, flyers, books, and banners for more than 25 World Bank departments

1993 - 2014

Food for Life Global

Global Director, Volunteer

- Managed all areas of a successful international NGO.
- Traveled extensively to more than 66 countries
- Trained volunteers and established new operations.
- Personally raised more than \$1 million for FFL projects around the world.
- Authored a 200-page training manual on food relief program management
- Authored a 80-page booklet, How to Build a Great Food Relief
- Presented more than 150 training seminars worldwide.
- Conducted on-site management of emergency food relief efforts
- Managed a team of 50+ volunteers in establishing relief kitchen throughout Sri Lanka after the Tsunami.

1997 - 2013

Houddini Design Studios

President, Marketing Manager, Lead Designer

- Management of a web design and hosting company. Clients included: USAID, World Bank, IFC, MCI, Heineken, Amstel, Captain Morgan, Marriot Hotels, Columbia House, Long & Foster and Food for Life Global
- Personally designed and developed over 100 web sites using the latest technology platforms and software, including: Drupal, Word Press, Joomla, PHPNuke, Dreamweaver, Adobe Design Suite, and Flash.
- Conducted strategic marketing campaigns to search engines and directories and assisted clients in achieving a top ten positioning.
- Mapped out complete Internet strategies for clients that required company branding, online marketing, user interaction, database integration and search engine rankings.

2004 -2008

The Billiards Training Company LLC

President and Product Designer

- Invented an innovative product to teach people how to play billiards
- Oversaw the manufacturing of the product in Taiwan
- Managed a marketing campaign to sell the product
- Managed a sales team and distribution contracts

- Did numerous product demonstrations at industry conferences

2004-2007

The World Bank

Senior Knowledge Manager (ETC - GG Level)

- Managed the migration of the Country Office Accounting web site.
- Conducted research, interviews, analysis of user activity and prepared a business case.
- Coordinated with content originators and publishers, editors, technical staff, country offices and others who work on sites.
- Managed the creation of a new ACTKD Intranet web site.
- Developed the CTR statistical "Dashboard" using Omniture.

2003 - 2005

The World Bank

Graphic Designer and Web Developer

- Member of the team that oversaw the development of the World Bank KMS/LMS
- Redesigned numerous web sites and migrated them to ISP.
- Produced e-Learning Modules in Macromedia Flash for PRSP & ESRP.
- Produced planning and strategy documents for ISP Migration of World Bank web sites.
- Branded the Staff Learning department, including logo, posters, and marketing messages.
- Produced numerous publications for print using Illustrator, PageMaker and Photoshop.
- Designed marketing materials for ECA, OPCS, MNA, KLE, DevComm, Corp Sec., HR, LSG, and numerous other World Bank departments.

2003 - 2004

U.S. Dept. of Health & Human Services

IT Specialist

- Team leader in redesigning and developing Internet and Intranet sites for the Dept. of Health & Human Services (Gov) using Dreamweaver, Photoshop, and SQL databases.
- Designed and produced official government publications, including booklets and reports.

1999 – 2004

International Vegetarian Union

Editor and Board Member

- Designed and edited the international magazine and annual report for 4 years

2001 - 2002

International Finance Corporation

Graphic Designer and Web Developer

- Lead Web developer and administrator for the Small & Medium Enterprise Dept (IFC)
- Designed, developed and maintained more than 10 web sites for the SME department.
- Designed the layout of numerous publications and reports.
- Designed IFC Corporate Awards brochure for 2001 – received a corporate award.
- Developed numerous Notes Databases to be used for the SME web sites.

2000 – 2001

The World Bank

Web Server Administrator

- Web administrator for more than 200 hosted sites on the World Bank servers
- Managed the World Bank Intranet/Internet NT and Unix servers.
- Worked with relational databases such as Oracle, SQL Server, and Sybase.
- Monitored and maintained server log files using Web Trends Enterprise Server Edition.
- Designed user interfaces for World Bank Web site analysis portals

1993 - 1996

ICG Communications

Public Relations and Media Liaison

- Wrote press releases for non-profit clients
- Managed and planned fund raising events
- Designed fund raising publications
- Conducted on-site management of emergency food relief efforts

REFERENCES

Moralina George (WorldBank), Senior Manager

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Dawn Moncrief (A Well-Fed World), Executive Director

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Julianne Walsh (St George Bank), Regional Manager (Australia)

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Brad Cohen (Capital Bank), Senior Mortgage Lender

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