

Aleksandar Pausak
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Work History

Managing Director
Third Block, Inc (Saint Lucia)
2011 – Present

Lead-generation through search engine optimization and pay per click marketing campaigns within a variety of verticals. Building and maintaining software systems. Search engine, e-mail, social and mobile marketing.

Director
CityRentals.com, Inc (Antigua and Barbuda)
2012 – 2014

Development and integration of systems to deliver a product to market that connects the likes of property owners & landlords with those seeking furnished apartment/home rentals in major cities across the globe.

Co-Founder
SystemCore, Inc (Toronto, Ontario)
2005 – 2011

Company developing front and back end management systems with banking integrations, comprehensive logging, customer support and other essential management tools.

Interactive Developer
BlueSpark, Inc (Toronto, Ontario)
1999 – 2002

Content management integration for deployment of large websites using ePrise for Rogers Media in Toronto.

Web Designer
WWOnline, Inc (Toronto, Ontario)
1998 – 1999

Design and develop websites while working with corporate clients to deliver a presence that conveyed their brand messages clearly.

Primary Skills

- Business Development
- SEM (SEO & PPC)
- E-Mail Marketing
- Social Media Marketing
- Mobile Marketing
- Web Analytics (Mobile & Desktop)
- Software Development
- Web Site Design
- Managing Small to Mid-Size Teams

Other Skills

- Systems Planning
- Domain Acquisitions & Sales
- Content Management
- Asset Management