

---

**DENNIS ADONIS**  
**ABRIDGED CV**

## Employment

### **ADONIS ECOMMERCE (Melbourne) March 2011 – present**

[www.adonisinc.com.au](http://www.adonisinc.com.au)

- **Digital Strategist – Principal Consultant and Project Manager**
- Strategic Digital Marketing Consultancy services for Online Retailers
- Development of e-Commerce Enabled Websites – close to 20 client sites delivered

### **BABYTREE PROJECTS (Melbourne) 2010 – present**

[www.babytreeprojects.org](http://www.babytreeprojects.org)

- *Grassroots Australian Charity delivering education & development programs in rural Cambodia*

- **Governance Committee Member – Fundraising & Technology**
- Elected to Governance Committee in November 2012; Volunteer since 2010

### **SENSIS Pty Ltd (Melbourne) April 2008 – October 2009**

- **Media Solutions Consultant**
- Advertising Account Manager - campaign managed more than 2000 SME's advertising programs

### **EXPOCO EVENTS (Sydney) 2004 –2008**

- **Director of Marketing & Events**
- Designed and Produced 26 National Conferences, Training Seminars and Trade Exhibitions

### **EXPOCO EVENTS (QUORUM UNITED (Sydney) June 2000 – April 2004**

- **National Events Manager**
- Premium Corporate Events Development

### **WHITBREAD P.L.C (U.K) 1997 - Oct 1999**

- *FTSE 100 listed Brewery and Leisure Corporation.*

- **General Manager, Hogshead Beckenham (Sep 1998 – Oct 1999)**  
High street branded pub - fine wines, ales, meals, a coffee franchise and a 500 capacity entertainment venue.
- **Business Development Assistant Manager (1997 – Sep 1998)**  
Assisted in the development of 3 sites – Hogsheads Sutton, Croydon and the flagship, Leicester Square.

### **JOCE NITECLUB (MELBOURNE) 1993 – 1997**

- **General Manager (1995-1997)**  
Reporting to the board, I held final responsibility for this innovative multi-million dollar turnover club.

### **SINODA CATERING (Melbourne) 1986 - 1995**

- **Sole Proprietor (1992 –1995)**  
Owner operator of family catering business
-

---

## Education

### 2012 - BALLARAT UNIVERSITY - Melbourne Institute of Technology

- **Master of Information Systems (Intended Completion 2014)**
- Analysis and design of business information systems, with a primary emphasis on electronic commerce.

### 2011 - UDEMY ONLINE TRAINING ACADEMY

- **Ongoing Technology Focussed Training Programmes**
- Intro to Html and CSS; Drupal for Beginners; Intermediate Drupal; Dreamweaver Basics; Java for Complete Beginners; MySQL Database; Photoshop CS6 Crash Course; WordPress Security; Google AdWords Campaign Management; Designer Workshop; Create a Letterhead

### 2011: GOOGLE INC

- **Google AdWords Certification Program.**

### 2008: SENSIS PTY LTD

- **Print & Digital Advertising IST**

### 2003 – 2005: AUSTRALIAN GRADUATE SCHOOL OF MANAGEMENT

- **Executive MBA (Completed November 2005)**
- Strategic Management 1; Strategic Management 2; Strategic Marketing; Financial Management; Strategic Human Resource Management; Managerial Control Systems; Organisational Design; Managing Change
- **Graduate Diploma of Management (Completed December 2004)**
- Accounting and Financial Management; Marketing; Managers, Markets and Prices; Managing People & Organisations; Managing IT; Corporate Law; Corporate Finance; Data Analysis & Statistical Modelling

### 2004: EASTERN SUBURBS BUSINESS ENTERPRISE CENTRE

- **Certificate 4 in Small Business Management**

### March 1998: BRITISH INSTITUTE OF INNKEEPING

- **Graduate Membership**

### 1997-1998: WHITBREAD PLC

- **Whitbread National Licensees Training Programme (U.K)**  
Industry leading Public House and Business Management Vocational Diploma

### 1994-1995: BOX HILL COLLEGE OF TAFE

- **Diploma of Hospitality and Business Management (def)**

### 1990-1991: LATROBE UNIVERSITY

- **Bachelor of Arts (def)**
-