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Joe Ogden

www.joeogden.com

I'm a one man design + web agency

Consultant based in Phnom Penh, Cambodia.

Active in the website development and graphic design industries for around 15 years, primarily on a freelance consulting basis. I have been designing websites, writing code, and working with hosting servers since the late 1990s, using standard web coding languages such as PHP, JavaScript and CSS since their early days. More recently involved in establishing and running various Cambodia based businesses, positions in creative and digital agencies, and developing other web apps, systems and e-commerce based websites.

Originally from London, UK, where I studied Art & Design while developing web and programming skills. Relocated to Thailand in 2007 following family connections, and then to Cambodia in 2008 to work at a start-up in Phnom Penh. Founded two separate creative and website design agencies in Cambodia between 2011 and 2014. After which I resumed independent consulting work and started a number of web projects with a new focus on SEO. Early 2015 saw the setup and launch of Host Asean Ltd, the first dedicated website hosting company in Cambodia.

In 2016-2017 I have been updating and furthering my developer skills and focusing more on systems and coding. Primarily building web software and data driven systems for clients and my own applications.

A wide range of services



Creative Design



Website Design



Photography



Development



Web Security



Hosting

<https://www.joeogden.com/>

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Creative Design + Branding

Full scope of graphic & creative design services with a focus on branding and digital marketing usage.

Experience in a wide variety of industries in the Cambodian and Southeast Asia markets since 2008. My clients come from a wide range of sectors including; hospitality, telecommunications, insurance, retail, manufacturing, and energy suppliers. Frequently adapting and working in diverse environments using locally gained knowledge to your benefit.

Previously established and operated two graphic design and website agencies in Phnom Penh, Cambodia between 2011 and 2014 with a large focus on branding and corporate identity for large and small businesses in the Southeast Asia region.

I understand and recognise the needs, expectations and budgets of companies based in Cambodia. My first concern is to listen to what you need, as you know your business better than anyone.

**Specialised in
corporate
identity and
logo design for
new companies
and brands in
Cambodia.**

Identity & Logo Design

From logo designs for small startups to complete brand identity development and rebranding for corporate companies and organisations. Hundreds of logos designed for a wide variety of clients in Cambodia and worldwide. Selection of brand colours and fonts and other graphic elements.

Graphic Design & Stationery

Design for advertising campaigns and marketing materials large and small plus ongoing contracts for clients in need of regular work. Offering digital and print design services which include business cards, social media graphics, digital flyers, brochures, email signatures, newsletters and more.

Marketing & Social Media

Helping you build your online sales and presence through the use of social media and paid web advertisements. Providing custom graphics and photography for promotional use, online advertising campaign ideas, with advice and management where required for regular clients to get the most out of their marketing.

<https://www.joeogden.com/services/creative-design-branding/>

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Web Design + Development

Rapidly built WordPress based corporate sites and specialist website design & development.

I've been building websites for around 20 years, with some of the earliest commercial examples still online since around 2001. Later gaining experience in a wide variety of industries in Cambodia and Thailand since 2007/8. Clients range from business services, tourism and hospitality, to digital and media companies. Understanding and experience of the fast changing online infrastructure in Cambodia and working in emerging environments using locally gained knowledge to your benefit.

Most companies are more than covered by a customised WordPress based website, with additional functionality easily added through plugins. I check all themes and plugins used on the WordPress sites I build to ensure an easily maintainable platform free from conflicts during updates and secured against vulnerabilities.

**Specialised in
WordPress based
corporate website
design and custom
development.**

Customisable Platform

I've been building custom WordPress themes and websites since the early versions and it has proved reliable, customisable and scalable for business website use. Based on a standard WordPress installation, most website design work adopts the required Content Management System functionality from the core platform. Many clients take over content updates on their site through the easy to use admin system.

Extendable Themes & Plugins

Quickly add or change functionality within your website design, or fix problems by adding or configuring plugins. I use a number of regular plugins to add functionality to client websites, including both free and premium recommendations for photo galleries, SEO, job listings, knowledgebase articles, landing pages, contact and quote forms, or to enhance the standard blog area.

Optimised & Secure Hosting

Providing an optimal hosting environment for your business website. Pre-optimised for WordPress cache and security plugins, with Apache and .htaccess tweaks focused on providing low latency for Asia based visitors. Many years experience maintaining web hosting for companies and responding to issues to keep websites in good working order for your visitors. Data centre in Phnom Penh, Cambodia.

<https://www.joeogden.com/services/website-design-development/>

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System + App Development

Backend and customer facing web application development for custom business systems.

I develop and implement web applications and custom backend systems for increasing business automation and productivity. Primary strengths in this area are integration with remote data sources and automation, designing custom graphic-driven user interfaces, and manipulating your data to best and most seamlessly fit the software and business requirements.

Specialist systems I've built since 2010 for the insurance and property sectors perform tasks including internal data management for client accounts, generating complex financial reports, and automated property website listing management. Data is stored centrally and the web applications run from a custom configured, secure, and scalable web hosting platform. My custom system framework can be customised to specific business sectors and almost any individual need.

**Custom
developed
web based
applications
and business
data systems.**

Custom Built Framework

The web software is primarily built in PHP, MySQL, with a custom user interface using jQuery and other custom JavaScript functions. All interfaces are easily branded to your company for seamless integration with existing systems and websites.

Remote Feeds & Automation

Systems and apps can integrate with remote data sources, or provide data feeds to third-party software. Integrate everything from automatic posting on WordPress sites to bank statement imports for financial records.

Mobile Team Collaboration

Organise your team into roles and give access to only what is needed. Full activity logging for all user actions allows you to monitor and control your data. Team email alerts for notifications, tasks and status changes ensures everyone stays on the same page.

Specialised Hosting Platform

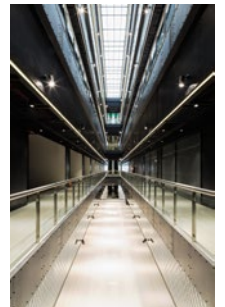
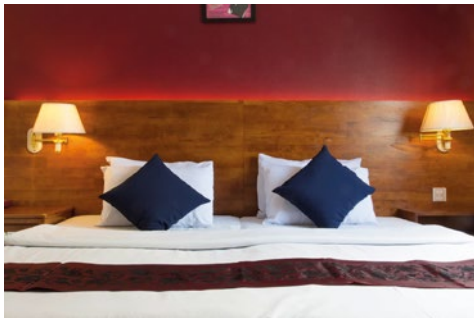
Run on custom configured servers based to providing an optimal hosting environment for your business systems. Optimised for the custom framework functions and providing low latency for Asia based teams and multiple concurrent users.

<https://www.joeogden.com/services/system-app-development/>

Photography

Photos and images for branding your company and use in marketing, advertising, and social media.

Give your brand a custom look. Providing a range of professional photography services including concept images, location shooting, and product photography for e-commerce. If a custom shot collection of photographs isn't necessary then I'll provide or source stock photos for projects.



<https://www.joeogden.com/services/photography-stock-images/>

Business + Services

I have a role in businesses offering web hosting and additional marketing services.



BLAK INK MEDIA

Blak Ink Media are a full-service digital agency, using mobile and website development, SEO, content marketing, social media and online advertising to ensure our clients dominate markets. We create positive brand perception and build loyal audiences.

From strategy and consultation to the day-to-day management of content and social media profiles, there's no job too large or small. We're currently working with clients in three countries, and quickly expanding.

In my Blak Ink Media role as Head of Development I work alongside specialists in project management, search engine optimisation (SEO), copywriting, video production, online marketing and social media.

www.blakinkmedia.com

hostasean.com

Set up in early 2015, HostAsean.com became the first dedicated website hosting company in the Cambodian market. With servers based in a Phnom Penh data centre in Cambodia, latency is reduced for businesses who are reliant on daily use of their web systems and can provide a better experience for their customers based in Asia.

Optimised for business WordPress websites with a focus on website performance and knowledgeable support. Security is a high priority, keeping your website or web application secure against attacks at different levels.

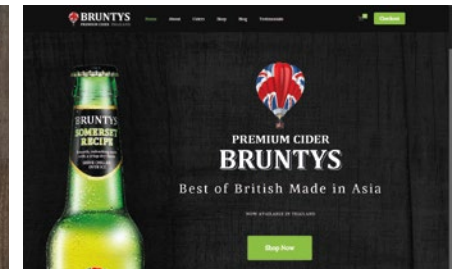
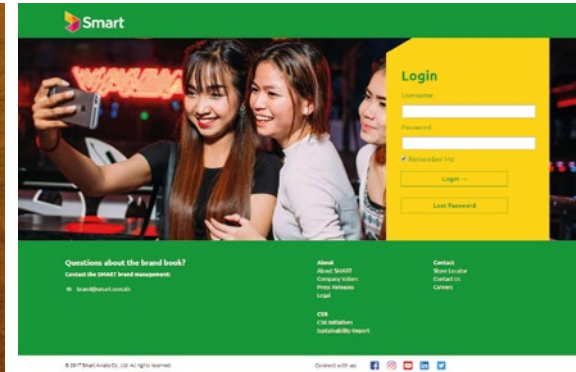
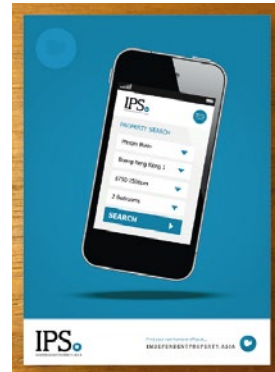
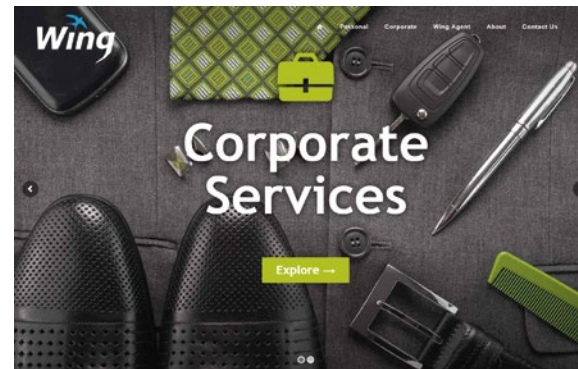
My role covers everything from owner and operator to support technician with most of my website design clients hosted by HostAsean.com

www.hostasean.com

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My Work

A small selection of branding, graphics and website design projects.



View more work on my website at the address below:

<https://www.joeogden.com/portfolio/>

Past + Current Clients

An extensive client list including a few big brands in Cambodia.

Over the years I've worked with hundreds of clients from a huge range of industries and business sectors. My clients are primarily based in Cambodia with some further afield in wider Southeast Asia, the UK, and Australia.

In recent years my most notable experience is working with clients in the financial and insurance sectors, and have also performed a significant amount of work in the property and real estate area. Earlier experience in Cambodia was primarily focused on the hospitality industry, working with numerous hotels and restaurants.

I've worked with brands large and small, both on inhouse contracts and adhoc freelance work. Everything from telecommunications giants to small startups and one-person consultancy businesses. Below you'll find a small sample of some of my larger clients over the years.

Familiar with the local market and the challenges faced by businesses in Cambodia.



2017-2019



2015-2016



2014-2017



2013-2016



2009-2011



2011-2012



2010-2013

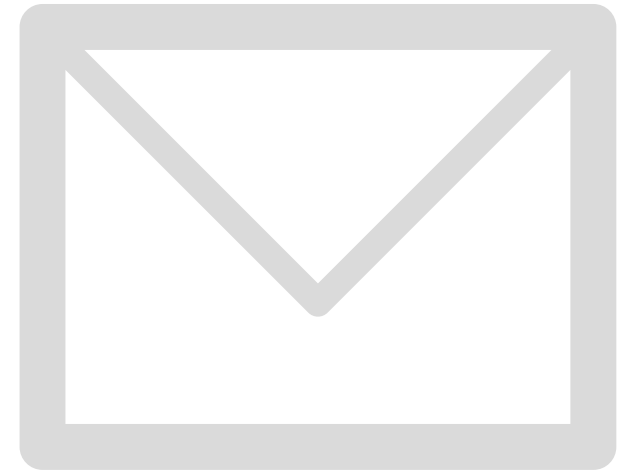
An expanded list of past clients can be found on my website at the address below:

<https://www.joeogden.com/clients/>

Get In Touch

Email and Skype are my preferred communication method, but I'm also happy to chat over a coffee.

Email: joe@joeogden.com
Skype: j-ogden
Phone: +855 966 122 972 / +855 17 680 910
Location: Phnom Penh, Cambodia



You can also find me on Social Media:

Facebook: <https://facebook.com/joeogdendesign/>
GitHub: <https://github.com/joeogden>
LinkedIn: <https://www.linkedin.com/in/josephogden/>
Twitter: https://twitter.com/joe_ogden
Flickr: <https://www.flickr.com/photos/joeogden/>
Instagram: <https://www.instagram.com/joeogdendesign/>

<https://www.joeogden.com/contact/>

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