

Paul John Mullin

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PROFILE

Hardworking, fast learning, and organized. Possessing the ability to command trust and respect while developing and maintaining partnerships with coworkers and clients alike. Superior interpersonal skills attribute to a tenacious and self-motivated attitude focused on exceeding company and personal goals.

SUMMARY OF QUALIFICATIONS

- Successes in both Corporate and Advertising organizations
- Strong proficiencies in Digital Workflow execution and Project Management
- Educational Backgrounds in Marketing, Web Design and Development and Game Design
- Vast programing knowledge from SQL databases to Google Adwords/Analytics and alike

Digital Marketer / Front Developer

2016 – Present

ADP

Toronto

- Use Optimizely for AB testing to determine which versions acquired more leads for Sales team through digital channels
- Analyzed analytics to find patterns and trends from users and adjust the website revolving around their habits
- Help create keywords for Adwords campaigns that was monitored daily and adjusted pending on results
- Optimizing website for SEO ranking with Google and Bing
- Update website daily using Sitecore 8.2 by adding pages, content and UX updates
- Create and presented weekly reports outlining site activity, lead conversion and results from Adwords campaigns
- Help create microsites for various banks channels for Sales team

Game Designer / Producer

2015 – 2016

Ruckus Games

Toronto

- Created game mechanics, level design and overall gameplay for VR, Mobile and PC games
- Responsible for the management of a start-up business and team consisting of 20 team members in various fields from programmers, artists, designers, and developers
- Project Management and development of several game prototypes and one go-to-market mobile game
- Projects included: VR, Mobile, and Console Platforms, all developed from the ground up
- Revenue generation focused on in-app purchases, (“Freemium” games), and reward ads
- Delegated tasks and ensured timelines and deliverables were met by leveraging Slack, Terlo, and Preforce programs
- Leveraged knowledge in xCode, Unity, Google Play Developer and Google Analytics to achieve target goals

Main Project: Tap to Start – Mobile Freemium Game. Available on iOS and Android

<https://play.google.com/store/apps/details?id=com.project.tap>

<https://itunes.apple.com/ca/app/tap-to-start/id1071705728>

Developer, Front-End Architecture

06/2014 – 09/2015

Moneris Solutions

Etobicoke

- Responsible for the front-end web presence of the Moneris Brand
- Tenure included a 100% success rate for file and database pushes from test to production servers
- Focus in Sitecore v5.2/5.3, Arco Media, and PHP content management systems
- Developed a prioritized web task routing solution to increase project efficiency and increase project completion rates
- Managed relationships between Moneris and various Advertising Agencies to create Digital Marketing Plans
- Task based work included incorporating HTML/CSS/Javascript pages sent by Agencies into the Sitecore CMS
- Created campaign databases and relayed data to Sales teams
- Increased relationships between Development team, IT, Sales, and Marketing to improve overall company synergies

Developer, Creative Content

06/2012 – 06/2014

Foote, Cone & Belding (FCB Worldwide)

Toronto

- Working for a top Advertising Agency, responsible for the Developer activities on many large projects
- Tasked with the online backbone analytics for campaigns not limited to Facebook, Google Analytics, Twitter, etc
- Created web advertisement banners and microsites to required specifications
- Worked with social listening programs such as Sysomos to track success rate of projects in market, and understand market trends and interests
- Creation and management of DNS, Hosting, and Server set-up for all projects

Projects Included: Oreo Olympic Campaign, Various NHL Team Ad Banners, Dole Salads Wordpress

EDUCATION**Ontario College Post Grad – Game Design**

2015 – 2016

George Brown College

Toronto, ON

Ontario College Diploma – Web Design and Development

2010 – 2012

Humber College

Etobicoke, ON

Ontario College Advanced Diploma – Business Marketing

2004 – 2007

St. Lawrence College

Kingston, ON

SKILLS / LANGUAGES / SOFTWARE

Google Adwords	Preforce	Javascript
C#	Jira	Unity
Apple xCode	Bootstrap	DoubleClick
Slack	GTM	jQuery
Trello	HTML	MySQL
Unreal	CSS	Sysomos
.NET	Google Web Designer	Wordpress
Sitecore 5.2-5.3, 8.1-8.2	MS SQL	Google Analytics