# Paul Cassell

## Web Developer

| Email for Phone Number | paulcassell221@gmail.com | Frederick, MD | [Portfolio](https://www.paulcasselldesign.com/) |
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| Work Experience |  |
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#### WEB DESIGNER

##### DealerOn, Inc. | Derwood, Maryland | **2021 – Present**

* Resolved front-end website conflicts and delivered immediate client support, ensuring uninterrupted user experiences.
* Orchestrated the updates and creation of OEM files for renowned car brands like Ford, Toyota, Nissan, and Mazda, expanding the company's automotive portfolio.
* Engineered visually captivating websites by harmonizing innovative design concepts with contemporary front-end development techniques, resulting in immersive and interactive user engagement.
* Collaborated closely with cross-functional teams, including designers, art directors/creative directors, and client facing teams, translating mockup designs into elegant and functional web interfaces.
* Demonstrated mastery of modern CSS to meticulously implement designs across diverse browsers, platforms, and devices, preserving design integrity.
* Kept abreast of cutting-edge trends in fluid layouts and clamped typography, continually enhancing skills to deliver visually striking user experiences.
* Successfully recreated competitor pages while adhering to company best practices, bolstering the company's online presence.
* Conducted comprehensive design test audits, optimizing site speed, resolving third-party product issues, and modernizing outdated code, resulting in enhanced website performance.
* Crafted custom icons and banners using Adobe design software, elevating the visual appeal of web content.
* Orchestrated thematic elements for automotive websites, including captivating animations for holidays and events, enhancing the overall user experience.
* Assessed and addressed compatibility challenges across various browsers, platforms, and devices, ensuring seamless cross-browser functionality and optimal user accessibility.

#### DATA ANALYST

##### DealerOn, Inc. | Derwood, Maryland | **2016 – 2020**

* Achieved $66,000 in annual cost savings by successfully leading a comprehensive mass data audit of 1,479 inventory products.
* Evaluated individual products and executed 185 cancellations, optimizing inventory management.
* Acted as a key liaison with third-party product providers to deactivate products across all client websites.
* Collected and managed data from Inventory API feeds for both active and inactive clients.
* Utilized project management software tools, including JIRA and Salesforce, to efficiently perform daily tasks.
* Classified and executed a data reconciliation audit of client accounts within Salesforce, facilitating department transitions.
* Conducted a thorough audit of all Ford Call Tracking products, ensuring accurate billing by eliminating unnecessary products.
* Mentored temporary workers on data reconciliation, leading to their transition to full-time positions and training on daily tasks.
* Advised Billing on product retention decisions for dealers, enhancing cost-effectiveness.
* Spearheaded the direction of the company's knowledge base, including designing three template categories for new platform articles.
* Collaborated with multiple departments through meetings and research to explore knowledge base options such as Confluence.
* Conducted research on the potential use of corporate educational software Lessonly for the knowledge base.
* Presented findings on Confluence to executives to support decision-making for the company's knowledge base platform.
* Modeled Salesforce Knowledge to align with Confluence during the transition from JIRA.
* Created an Excel-based questionnaire distributed to main departments, collecting data on 600 knowledge base articles before migrating to Salesforce Knowledge.
* Developed a comprehensive roadmap for the Knowledge Base Migration project, ensuring smooth progress to completion.

| Education |  |
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**West Virginia University**

*Bachelor of Arts in Communication Studies*, 2011 - 2015

Morgantown, West Virginia

| Skills |  |
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| * HTML
* CSS
* Bootstrap
* Adobe Photoshop
* Adobe Premiere
 | * SCSS/SASS
* Javascript
* jQuery
* Adobe Illustrator
* Adobe Dreamweaver
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