

Paulline Mallea

Multidisciplinary manager w/ experience developing internal & business to consumer digital products.

Experience

Web Production & Digital Product Manager
BeautifulNow.is
05.2014 – 08.2018
New York, N.Y.

- Met business deadlines daily while managing and maintaining the digital production of BeautifulNow's website, social media channels, and email platform.
- Analyzed quantitative and qualitative consumer data to make informed recommendations for strategic business decision making.
- Experience product managing a small team to develop internal and business to consumer products.
- Designed and produced internal and external digital products from conception through production and final launch.

Designer & Web Developer
Families For Freedom
09.2015 -12.2016,
New York, N.Y.

- Collaborated with the manager, artist, and expert legal team to design digital and print marketing materials that best suited the needs of the organization.
- Designed, engineered, and launched "Writ of Habeas Corpus," an interactive website showcasing a legal report written by NYU and Families For Freedom.

Web Designer & eCommerce Manager
Follow The Honey
12.2013 - 05.2014
Brooklyn, N.Y.

- Collaborated with Follow The Honey's manager and lead artist to design an on brand web presence that enhanced the customer's user experience.
- Migrated Follow the Honey's website from Wordpress to a more intuitive website builder.
- Responsible for executing production of all aspects of the eCommerce store..
- Managed and maintained content for the website, social media channels, and email platform.

Brand Strategist & Web designer
Ogee Agency
11.2013 – 3.2014
New York, New York

- Coordinated with founder and team members to conceptualize, develop and implement creative brand design strategies for Ogee Agency.
- Created and maintained content for the website, blog and social media channels.
- Conducted market research and wrote brand proposals for prospective clients.

Graphic Designer
CHROMATICgallerie
08.2012 –01.2013
New York, NY

- Designed on brand print and web materials for CHROMATICgallerie.
- Managed multiple projects efficiently under tight deadlines for all graphic design and advertising campaigns.
- Communicated with management, marketing, and digital teams to produce high-quality work in an efficient manner.

Tools

Sketch
Photoshop
InDesign
Illustrator
Invision
HTML & CSS
JavaScript
jQuery
MySQL
PHP
Mailchimp
Sprout
Hootsuite
Analytics
Asana
Trello
Slack
Powerpoint & Keynote
Microsoft Office
Google Docs
And more....

Education

B.B.A.
Parsons, The New School For Design
B.B.A. Design and Management
New York, NY, 2008

Certificate
New York City College of Technology
Full Stack Web Development Certificate
New York, NY, 2016

Coursework
Massachusetts College of Art
Industrial Design Coursework
Boston, MA, 2011

Coursework
Syracuse University
Communications and Rhetorical Sciences
& Political Science,
Syracuse, NY, 2005

Awards & Features

Live with Design
PSFK x Unicef
Concept short listed, 2011

Live with Design
PSFK
Published in "The Future of Work," 2011
1. Flock
2. Co-Apply

Contact

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