

PAUL ELION

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MY SKILLS

HTML & HAML

CSS & SASS

JAVASCRIPT

JQUERY

RUBY

RUBY ON RAILS

BOOTSTRAP

WORDPRESS

SQLITE

GIT

ADOBE CREATIVE CLOUD

CERTIFICATIONS

GOOGLE ANALYTICS

GOOGLE ADWORDS

IBM DESIGN THINKING
PRACTITIONER

LANGUAGES

ENGLISH

FRENCH

SPANISH

WORK EXPERIENCE

Proposal Design Manager @ IBM

July 2015 - December 2016

- Facilitated IBM's Design Thinking methodology, driving a deal strategy to create the outputs and deliverables that resulted in a high impact client experiences and eventual IBM bid wins
- Built relationships with sales leaders to understand pipelines; evaluate, anticipate, and plan for potential workload activities; and track high profile deals from pre-RFP through to win/close
- Collaborated with account, client executive, and sales transaction support teams to bring the right skills and competencies together and oversee the outputs from those interlocks
- Ensured the deal team is clear on preparation and deliverable timelines, and has the capacity in which to collaborate to meet those commitments

Proposal Writer @ IBM

January 2014 - July 2015

- Worked with subject matter experts to transform IT hardware, software, and services information into pertinent, client-focused, and benefits-orientated proposal language
- Integrated diverse material into a "single voice" selling document or set of reusable proposal text modules
- Specialized in helping craft compelling messages and "win themes" strategies for overall proposals and presentations

Marketing Assistant @ Green Books N Binders

March 2010 - September 2010

- Designed 2D and 3D promotional and collateral materials
- Performed ongoing competitive analysis: new products, segmentation, value proposition mapping, websites, and blogs
- Researched eco-community to determine new strategic opportunities
- Identified high potential prospects from targeted verticals

PROJECTS

Momma Knows Best!

<https://mommaknowsbest.herokuapp.com/>

- **Sign-in:** email: guest@email.com password: password
- Haml, Ruby on Rails, Sass, JavaScript (minor)
- Recipe ebook allowing users to create, edit, and delete recipes, as well as view all recipes posted recipes

Soundcloud Jukebox

https://paulelion.github.io/soundcloud_jukebox

- HTML, JavaScript, CSS, SoundCloud API
- A jukebox that can play, pause, skip, and rewind the songs of artist RL Grime, which are hosted on SoundCloud

Game of Thrones Hangman

https://paulelion.github.io/game_of_thrones_hangman/

- HTML, JavaScript, CSS
- A simple Game of Thrones themed game in which the user guesses letters to uncover the correct House of Westeros

EDUCATION

Pennsylvania State University

Bachelor of Science: International Political Science, 2013

The New York Code and Design Academy

Full Stack Web Development Intensive Bootcamp, 2017

HackDesign

UX Design Course, 2018