

# PAUL J. ELION

PHILADELPHIA, PA

WWW.PAULELION.DESIGN

**Phone** (267) 467-3445  
**Email** paul.j.elion@gmail.com  
**LinkedIn** www.linkedin.com/in/paulelion  
**GitHub** www.github.com/paulelion

## WORK HISTORY

### IBM

7/2015 - 1/2017

#### Proposal Design Manager and Presentation Coach

- Facilitated IBM's Design Thinking methodology, leading sales team deal strategies valued over \$10M+ to create the outputs and deliverables that resulted in high impact and value driven client experiences
- Accountable for execution of deal strategy with respect to client deliverables
- Built relationships with sales leaders to understand pipelines; evaluate, anticipate, and plan for potential workload activities; and track high profile deals from pre-RFP stages through to win or 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
- Coached and developed over 100 sales team professionals in structuring, scripting, and persuasively delivering confident, professional, and polished sales presentations, focused on clients' needs

### IBM

1/2014 - 6/2015

#### Proposal Writer

- 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, while making it simple for the reader to comprehend the offer and the value of selecting IBM
- Specialized in developing themes and crafting compelling messages for executive summaries and cover letters as part of the proposal development process

### Green Books N Binders

3/2010 - 9/2010

#### Marketing Assistant

- Designed brochures and collateral material
- Researched eco-community, working with Brand Manager to determine strategic opportunities
- Identified high potential prospects from targeted verticals
- Performed ongoing competitive analysis: new products, segmentation, value proposition mapping, websites, and blogs

## SKILLS

### PROFESSIONAL

HTML & HAML	Bootstrap
CSS & Sass	WordPress
JavaScript	SQLite
jQuery	Git
Ruby	Adobe Creative Cloud
Ruby on Rails	Microsoft Office

### CERTIFICATIONS


IBM Design Thinking Practitioner  
Google AdWords

### LANGUAGES

English  
French  
Spanish

## EDUCATION

 Pennsylvania State University **2013**  
B.S., International Political Science

 New York Code & Design Academy **2017**  
Full Stack Web Development Intensive Bootcamp

 HackDesign **2018**  
UX Design Course