

Paul Horowitz

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UNIVERSITY EDUCATION

- **GradCert in Data Engineering** **Australian National University | 2020**
 - **Coursework:** Python Programming, Database Design and Development, Data Mining, Data Wrangling,
- **B Information Technology** **University of Wollongong | 2000 - 2005**
 - **Coursework:** Programming Fundamentals, Object Oriented Design and Programming, IT Project Management, Management Information Systems

OTHER EDUCATION

- **Front End Web Development Certification: (400 Hour Program)** **FreeCodeCamp (Online) | 2020**
 - **Coursework:** HTML and CSS, Responsive Design, JavaScript, Basic/Intermediate Algorithm Scripting, Ajax and APIs
- **Harvard University CS50 - Introduction to Computer Science (11 week program)** **Harvard University (Online) | 2020**
 - **Coursework:** C, Python, SQL, abstraction, algorithms, data structures, encapsulation, resource management, security, software engineering and web development

CERTIFICATIONS

- **Professional Scrum Master** **Scrum.org**
- **Prince2 Project Management Practitioner** **AXELOS**

LANGUAGES AND TECHNOLOGIES

- **JavaScript, Python, SQL, HTML, CSS, C#, XAML, React**
- **Git, Visual Studio, Xamarin Forms, PyCharm, PostgreSQL, Jupyter Notebook**

PROFESSIONAL EXPERIENCE

MODERE, Adelaide, SA
Assistant Brand Manager

May 2019 to December 2019

- Product Manager of all NPD(New Product Development) for quarterly rollout of new products including launch promotions and marketing strategy. Worked closely with the USA team on optimal formulation and regulatory approvals for the Australasian market.

- Project Manager of the Modere website which involved a redevelopment of the website and optimisation of SEO, UX and UI.
- Data Analyst for optimisation of monthly sales and promotions. Exceeded monthly budget forecasts each month which also included achieving the highest monthly revenue in Modere Australasian history on 2 occasions.
- The design, management and strategy of EDM and social media campaigns including feedback on data analysis and trends.

FLINT VENTURES

September 2018 to May 2019

Digital Manager

- Website and digital management for companies within the Flint start-up portfolio.
- Social media and email management.
- Development of an integrated digital brand strategy for Hogs Australia focused on driving in-store sales via influencer and social media marketing.

KOKONUT PACIFIC

June 2015 to June 2018

Marketing Manager

- Project Manager of the redevelopment and ongoing management of the Kokonut Pacific and Niulife websites.
- Digital Marketing management including email and social media design and development.
- Marketing management of New Product Development(NPD) launching several new products into supermarkets and health food stores.
- Fostered relationships with key stakeholders to help increase market penetration.
- Developed relationships with Social Media Influencers, driving engagement and brand loyalty among our key demographics.

AUSTRALIAN INFORMATION INDUSTRY ASSOCIATION

Jan 2011 to Jan 2014

Online Services Manager

- Website content development and distribution including press releases, policy documentation.
- Microsoft SQL database development and maintenance
- Migration of email to Microsoft 365.
- Digital marketing for membership acquisition and retention.
- Part of a team to redevelop the AIIA website.

ACTEWAGL

Jun 2010 to Jan 2011

Online Communications Officer

- Contracted as part of a team to redevelop the ActewAGL website, liaising with a wide range of internal and stakeholders throughout the organisation to ensure content accuracy and compliance with electricity and natural gas rules and regulations and with external stakeholders such as marketing agencies and government agencies to ensure smooth and accurate delivery of product.
- Designed a number of key features including an energy efficiency calculator and a smart online form finder.
- Digital marketing development for membership acquisition and retention.