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Top Skills

Web Development
Sales Process
Leadership

Languages

English (Full Professional)

Certifications

Google Web Designer Basics
Advanced Google Analytics
Google Analytics for Beginners
Google Tag Manager Fundamentals
Google Adwords Certification

Drake Paulsen

PPC Manager at FusionZONE Automotive, LLC.
Orlando, Florida

Summary

Programming Languages:

C,C++, Java, SQL, PLSQL, HTML5, PHP.

Scripting Languages:

XML,XHTML,HTML,CSS,JavaScript,AJAX,jQuery,JSON,Angular2.0,Boot

Summery:

Experience in development and deployment of applications using JBoss, Weblogic Application Server, IBM WebSphere Application and Apache Tomcat.

Hands on experiences with Core Java with Multi threading,Concurrency,File Handling I/O,Generics,Data Structures and Collections, Garbage Collection.

Proficient in UI design, developed Front End using JSP,HTML5,CSS3,JavaScript,Ajax, JQuery,AngularJS,Angular 2.0,NodeJs,ReactJs and have knowledge on Backbone Js.

Experience in java 8 features like Parallel Streams, Lambdas, functional interfaces and filters.

Experienced with RDBMS implementation and development using Oracle, My SQL, MSSQL and DB2.

Experience in Mock Testing.

Experience in using bug/issue tracking, project Tracking and Management tool JIRA.

Experience

fusionZONE Automotive, LLC.

PPC Manager

December 2018 - Present

Lakeland, Florida Area

Creating and optimizing ad campaigns, maximizing conversions for our customers.

Analyze information quickly and make data-driven decisions to adjust budget spend.

Effectively summarize and communicate campaign performance information directly to customers.

Utilize reporting, analytics and trend tools such as Google AdWords, Analytics and Tag Manager.

Proactively identify key value-adds, insights, and recommendations for your accounts.

Resolve any campaign issues, providing effectively and timely solutions.

Research latest digital marketing and paid search trends.

Tag Integration

Adobe DTM

Tealium

Google Tag Manager

Work collaboratively with other internal groups – including Social Media, SEO, Performance Management, Support and Sales teams.

Experience with PPC systems and tools.

capture and implement designs created by the UI team, add new functionality, enhancements and improvements on the overall website aesthetic.

Rewrite existing code, and add new code on top of pre-existing code.

Developed script to capture all online website data for Adobe Insight implementation

Debugged and troubleshooted JavaScript code using tools such as FireBug, Fiddler

Using JavaScript, SVG and HTML5 canvas developed novel and compelling widgets, tools, demos, and contributed to the advancement and promotion of this framework.

Ability to manage multiple projects at the same time while maintaining sharp attention to detail.

Excellent communication skills, great with people, good phone presence.

Organized and able to meet deadlines consistently.

Google Paid Placement Advertising

Amazon Advertising

Facebook and Instagram Advertising

ROI Calculations and Google Analytics power user

PMG Marketing

Web Developer - PPC Manager

January 2018 - December 2018 (1 year)

Valdosta, GA

Actively Seek New Programming Knowledge
Build Products Using HTML/CSS/JS and Other Front-End Technologies
Code and Deploy Applications in a Cross-Platform, Cross-Browser Environment
Detail-Oriented
Document Project Build and Maintenance
Experience Building User Interfaces and Prototypes From Wireframes and Designs
Experience With Git and Github
Experience With Photoshop
Familiar With Development and Debugging Tools for Cross-Browser Issues
Familiar With Social Media and Third Party APIs
Follow and Implement Industry Accepted Best Practices and Tools
Manage and Prioritize Multiple Projects
Proficient With Javascript
Implemented UI design using HTML and CSS.
Developed payment gateway using Backbone, Stripe and Parse.
Designed and built signup and login pages using HTML and JavaScript and used Parse to save user information on the cloud.
Implemented voice-to-text function using Google Speech Recognition API.
Fulfilled the key words recognition with Open Calais API, and translated key words to pictures using Flickr API.
Combined the several APIs on Aliyun cloud server and organized them in a fancy way by jQuery and HTML5.
Gathered specs from client to create a feasible workflow
Utilized MVC principles to ensure a clean architecture and a lean code base for maximum
Help integrate functionality into new existing JAVA based applications running on a bootstrap based library.
Solid Understanding of HTML5/CSS3, jQuery and Responsive Design
Intensive
Tag Integration
Adobe DTM
Tealium
Google Tag Manager
Troubleshoot and Communicate Effectively
Update Current Websites to Meet Modern Web Standards
UI / UX
PPC Management
Social Media Marketing

Social Media Management

The TKO Group

Internet Sales Manager

February 2013 - January 2018 (5 years)

As the Internet sales Manager my main responsibility was to facilitate the sales of automobiles to prospects who contacted the dealer via the Internet. To do so, I maintained the dealer website, promoted the dealership online, managed the export of inventory to various digital marketplaces, Social Media Marketing, and directed a team of 5-6 salespeople. I also had broad IT related responsibilities, including new workstation setup, troubleshooting and repair, basic networking, malicious software removal, network phone setup, graphic design and training employees to effectively use the ELeads CRM software.

Website development

Home Net

Fuzion Zone

Third party Integrations such as CarFax, Cargurus, etc.

Marketing Director

Set up direct mailers

Sales Team management

Social network management

Billboards and TV/Internet advertisements

ELeads specialist

manage new and used car online inventory by changing prices, removing sold, adding videos and pictures

Create, maintain and measure the internet business development processes

Generate appointments and quotes by means of proactive outbound prospecting and lead activity management in an effort to qualify and market to potential customers

Handle all incoming internet email leads

Be available to respond to email inquiries in a professional, well-spoken manner

Assist customers in appropriate vehicle selection – be the product expert & sounding board

Direct customers to product information resources, including those available on the internet

Check email frequently and respond to inquiries immediately

Deliver inquiries/messages intended for other sales personnel and departments promptly

Hold yourself and others to high moral and ethical standards and conduct yourself with honesty and integrity

Manage business development representatives for lead generation process

Develop and maintain the new hire and interview processes for all BDC reps/ appointment coordinators

Education

Dekalb Technical College

Bachelor's Degree, Computer Programming · (2008 - 2012)

Social Circle High School

High School, High School Diploma · (2004 - 2008)