

Paul Cassell

WEB DESIGNER

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📍 Frederick, United States

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Employment History

Web Designer, DealerOn, Inc., Remote

March 2021

- Troubleshoot front-end website conflicts and completed immediate requests for client support team
- Updated and created OEM files for major car brands like Ford, Toyota, Nissan, and Mazda
- Created a multitude of custom pages
- Designed custom icons and banners using Adobe design product software
- Recreated competitor pages while following company best practices
- Performed multiple design test audits to improve site speed, fix third party products, and update outdated code
- Designed themes for auto websites that consisted of animations for holidays and events

Data Analyst, DealerOn, Inc., Derwood, MD

July 2016 — March 2021

- Saved the company \$66,000 annually when assigned my first project which was a mass data audit of 1,479 inventory products
- Tasked with the project of directing the future of the current knowledge base for the company
- Designed three specific templates and categories for the knowledge base articles to fall under for the new platform
- Conducted meetings with members of multiple departments to gather data and research knowledge base options such as Confluence
- Presented findings on Confluence to executives to assist in their decision on whether it was the right choice for the company
- Created a questionnaire via Excel to send out to all the main departments of the company to gather data on all 600 knowledge base articles before the migration to Salesforce knowledge
- Provided a road map of events that were needed to follow to progress the Knowledge Base Migration project forward until completion

Education

Communication Studies, West Virginia University, Morgantown, WV

August 2011 — May 2015

Links

[Portfolio](#)

Skills

Bootstrap



HTML



Wordpress



CSS



CSS3



jQuery



HTML5



Adobe Illustrator



JavaScript



Adobe Photoshop

