Paul Cassell

Front End Developer

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Work Experience

WEB DESIGNER

DealerOn, Inc. | Derwood, Maryland | **2021 – Present**

- Resolved front-end website conflicts and delivered immediate client support, ensuring uninterrupted user experiences.
- Orchestrated the updates and creation of OEM files for renowned car brands like Ford, Toyota, Nissan, and Mazda, expanding the company's automotive portfolio.
- Engineered visually captivating websites by harmonizing innovative design concepts with contemporary front-end development techniques, resulting in immersive and interactive user engagement.
- Collaborated closely with cross-functional teams, including designers, art directors/creative directors, and client facing teams, translating mockup designs into elegant and functional web interfaces.
- Demonstrated mastery of modern CSS to meticulously implement designs across diverse browsers, platforms, and devices, preserving design integrity.
- Kept abreast of cutting-edge trends in fluid layouts and clamped typography, continually enhancing skills to deliver visually striking user experiences.
- Successfully recreated competitor pages while adhering to company best practices, bolstering the company's online presence.
- Conducted comprehensive design test audits, optimizing site speed, resolving third-party product issues, and modernizing outdated code, resulting in enhanced website performance.
- Crafted custom icons and banners using Adobe design software, elevating the visual appeal of web content.
- Orchestrated thematic elements for automotive websites, including captivating animations for holidays and events, enhancing the overall user experience.
- Assessed and addressed compatibility challenges across various browsers, platforms, and devices, ensuring seamless cross-browser functionality and optimal user accessibility.

DATA ANALYST

DealerOn, Inc. | Derwood, Maryland | **2016 – 2019**

- Achieved $66,000 in annual cost savings by successfully leading a comprehensive mass data audit of 1,479 inventory products.
- Evaluated individual products and executed 185 cancellations, optimizing inventory management.
- Acted as a key liaison with third-party product providers to deactivate products across all client websites.
- Collected and managed data from Inventory API feeds for both active and inactive clients.
- Utilized project management software tools, including JIRA and Salesforce, to efficiently perform daily tasks.
- Classified and executed a data reconciliation audit of client accounts within Salesforce, facilitating department transitions.
- Conducted a thorough audit of all Ford Call Tracking products, ensuring accurate billing by eliminating unnecessary products.
- Mentored temporary workers on data reconciliation, leading to their transition to full-time positions and training on daily tasks.
- Advised Billing on product retention decisions for dealers, enhancing cost-effectiveness.
- Spearheaded the direction of the company's knowledge base, including designing three template categories for new platform articles.

- Collaborated with multiple departments through meetings and research to explore knowledge base options such as Confluence.
- Conducted research on the potential use of corporate educational software Lessonly for the knowledge base.
- Presented findings on Confluence to executives to support decision-making for the company's knowledge base platform.
- Modeled Salesforce Knowledge to align with Confluence during the transition from JIRA.
- Created an Excel-based questionnaire distributed to main departments, collecting data on 600 knowledge base articles before migrating to Salesforce Knowledge.
- Developed a comprehensive roadmap for the Knowledge Base Migration project, ensuring smooth progress to completion.

Education

West Virginia University

Bachelor of Arts in Communication Studies, 2011 - 2015

Morgantown, West Virginia

Skills

- HTML
- CSS
- Bootstrap
- Adobe Photoshop
- Adobe Premiere
- SCSS/SASS
- Javascript
- jQuery
- Adobe Illustrator
- Adobe Dreamweaver