Paul Cassell

Paulcassell221@gmail.com

Skills

HTML & CSS

JavaScript

Visual Design

Adobe XD

Adobe Illustrator

Adobe Photoshop

User Research

Data Analysis

Salesforce

Microsoft Office Suite

Experience

DealerOn, Inc.

Data Analyst

- Participates as a member of the Technology & Business Operations for DealerOn, Inc.
- Saved the company $66,000 annually when assigned my first project which was a mass data audit of 1,479 inventory products.
- Collects data on all Inventory API feeds for all the active and in-active clientele.
- Classified a data reconciliation audit of client accounts in Salesforce before the company moved specific departments over to it.
- 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.
- Gathered research on the possibility of using the corporate educational software Lessonly as the next space for the knowledge base.
- Presented findings on Confluence to executives to assist in their decision on whether it was the right choice for the company.

Maynooth Furniture Project

Udemy Online Course

- Completed this course on UX Design in my own spare time. For a more thorough overview of my work on this project refer to my portfolio.

Full Circle Marketing

Marketing Intern

- Wrote multiple social media posts for Old Town Winchester pages
- Edited television and radio ads for events.
- Recruited five veteran service organizations to set up exhibits for an Independence Day event.
- Created Facebook posts through Photoshop with pictures that displayed logos of sponsors.