

# PAULVILLANUEVA

[www.pmvillanueva.com](http://www.pmvillanueva.com)

[pmvillanueva@gmail.com](mailto:pmvillanueva@gmail.com)

+1 (949) 954-0651

[linkedin.com/in/paulmvillanueva](https://www.linkedin.com/in/paulmvillanueva)

[github.com/pmvillanueva](https://github.com/pmvillanueva)

## TECHNICAL SKILLS

---

Skills: **HTML** | **CSS** | **JavaScript** | **jQuery** | **Bootstrap** | **Sass** | **PHP** | **MySQL** | **WordPress**

Tools: **PHPStorm** | **Git** | **GitHub** | **Chrome Dev Tools** | **MeisterTask**

## APPLICATIONS DEVELOPED

---

**karenwigginsyoga.com** | Small business website for yoga instructor in San Diego, CA.

- Developed and currently maintain website using **WordPress CMS**.
- Custom **CSS**, **jQuery**, logo/favicon design, and aided in content creation.

**nxtDoorChef (Coming Soon)** | Application to locate and purchase meals from nearby home cooks.

- App built with **HTML**, **CSS**, **JavaScript**, **jQuery**, **Bootstrap**, **Node.js**, **MySQL**.
- Utilized Google Maps **API**.

**Halo-Halo** | Matching game based on the video game series, Halo.

- Incorporated responsive fields to track statistics for attempts, matches, accuracy, and games played.
- Used **HTML**, **CSS**, and **Bootstrap** to create structure and style. **JavaScript/jQuery** provides functionality and manipulation of the DOM.

**Calculator** | Application that performs basic, comprehensive, and advanced calculations.

- Created with **HTML**, **CSS**, and **Bootstrap**. Logic and functionality added using **JavaScript** and **jQuery**.

## PROFESSIONAL EXPERIENCE

---

**Senior Advertising Account Executive | The Orange County Register** - 2005 to 2017

- Awarded top sales in 2008, 2009, 2013, and 2015. Also earned numerous monthly/quarterly sales awards over 12 year career.
- Managed print, desktop/mobile banner, email, SEM advertising campaigns for account base of local and out of state businesses/ad agencies. Actively prospected for and attained new advertisers.
- Consistently generated between \$725K to \$1.2M+ of advertising sales revenue each year.

**Advertising Sales Representative | The San Diego Union Tribune** - 2004 to 2005

- Sold and processed consumer classified advertisements.

**Marketing Manager / IT Operations | Pure Flo Water Company** - 2001 to 2004

- Developed marketing programs to help drive sales for company's water and coffee delivery services.
- Maintained hardware, updated internet/ intranet sites, user account information including rights, security and systems groups.

## EDUCATION & TRAINING

---

**LearningFuze Accelerated Web Development Program** - 2017

**Google AdWords Certification** - 2016

**San Diego State University, B.S. Business Administration, Marketing** - 2003