

# Ross Haliburton Noble

## EDUCATION AND PERSONAL STRENGTHS

---

- McGill University
- Bachelor of Commerce - Montreal, QC Sept 2005 – May 2009
- Marketing Major
- English Minor (Cultural Studies)
- Exceptional communication and project management skills
- Ability to work in high-pressure environments
- Strong problem solver and independent thinker
- Work well in teams
- Hands on work and learning style
- Conversational French

## ACCOMPLISHMENTS AND TECHNICAL SKILLS

---

- Programming and Markup Languages
  - Strong skills with HTML, CSS, Wordpress
  - Intermediate skills with JavaScript (jQuery), PHP, Python, SQL (MySQL)
- Software Experience
  - Mac OS, Windows, Linux (Ubuntu), MS Office Suite, Adobe Photoshop, Adobe Illustrator
  - Advertising: Google DART for Publishers, Google AdWords, Facebook Advertising Platform
  - Project Management: FogBugz, Redmine, Trac
  - Version control: Experience with Git
  - Development tools: Coda for Mac, Vim
- Founding member of Startupifier
  - Montreal organization that encourages student involvement in the Montreal tech startup community
  - Organizes social events and hackathons

## EXPERIENCE

---

### Le Site

*Project Manager - Montreal, QC Sept 2005 – May 2009*

- Managed large custom software projects (between 300 and 2000 hours)
  - Handled all communications between clients and internal development team
  - Practiced a Scrum-Waterfall hybrid Project Management style
- 

### Mate1.com Inc.

*Advertising Sales Manager - Montreal, QC Feb 2010 - Jan 2010*

- Oversaw all activities of Mate1's Advertising Sales department
- Increased monthly advertising revenue from \$15,000 to \$150,000 over four month period
- Designed, built, implemented and maintained the following tools for Mate1:

- Daily reporting system (tracked costs, eCPC, eCPM, conversion rates) using MySQL database + Excel
  - Monthly billing system for Accounting dept.
  - Internal ad network compliancy tool (a small PHP CMS)
  - Managed relationships with all direct advertisers, ad networks and affiliates
  - Optimized targeting and priority settings for entire portfolio of clients
- 

#### *Media Buyer - Montreal, QC Oct 2009 – Feb 2010*

- Managed a \$50,000 monthly advertising budget at 150% ROI
  - Generated traffic for by selecting appropriate advertising creative and landing page combinations
  - Experience with the following online advertising platforms:
    - Affiliate, email, display/banner, social media channels, SEO/SEM
    - CPM, CPC, and CPA/CPS payout models
- 

## **RHN Web Design and Development**

#### *Self-employed / Designer and Developer - Montreal, QC Jan 2010 – Present*

- Part-time web design and development
  - Specializing in custom Wordpress themes for personal sites and blogs
  - Design, HTML/CSS and PHP Development
- 

## **Perzoot**

#### *Co-founder / Designer and Product Development*

- Wireframing and user interface design
  - HTML/CSS, Front-end JavaScript development
- 

## **Evecom Consulting Ltd.**

#### *Project Manager Vancouver, BC - May 2005—Aug 2008*

- Promoted to Manager position in 2007
- Managed a team of four painters

*References available upon request*