

Ross Haliburton Noble

Web Designer & Developer

Montreal, QC — 514-559-2595 — hello@rossnoble.net

EDUCATION AND PERSONAL STRENGTHS

McGill University

Bachelor of Commerce

Sept 2005 — May 2009

- Marketing Major
- English Minor (Cultural Studies)

TECHNICAL SKILLS

Technologies

- HTML5, CSS3, JavaScript (jQuery)
- PHP (CodeIgniter & Wordpress)
- SQL (MySQL), Apache, Unix, Git
- Experience working with various APIs

Software

- Adobe Photoshop & Illustrator
- Project Management: FogBugz, Redmine, Trac
- Advertising: Google DART for Publishers, Google AdWords, Facebook Advertising Platform
- I like working on a Mac and writing code with Textmate or Vim

PERSONAL STRENGTHS

- 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

EXPERIENCE

RHN Consulting

Freelance Web Designer & Marketing Consultant

Oct 2009 – Present

- Web design
 - Graphic design
 - UI design and User Experience
- Web development
 - Wordpress driven websites and blogs
 - Custom web applications

Selected Clients

- Advanceit
- Wall Street Survivor
- Arkalumen
- Context.IO

Le Site

Project Manager

Jan 2010 – Nov 2011

- 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

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

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

Evecom Consulting Ltd.

Project Manager Vancouver, BC - May 2005–Aug 2008

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

PROJECTS

Burnreel

Co-founder / Designer and Product Development

August 2011 - Present

- Social movie review website

Perzoot

Co-founder / Designer and Product Development

October 2010 - April 2011

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

Startupifier

Founder

2010 — Present

- Montreal organization that encourages student involvement in the Montreal tech startup community
- Organized social events and hackathons

References available upon request