

Ross Haliburton Noble

Designer, Developer, Online Marketer, Product Guy

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 Jan 2010 – Present

- 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
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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
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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
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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
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Perzoot

Co-founder / Designer and Product Development

Montreal, QC October 2010 - Present

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