

# Ross Haliburton Noble

*Web Designer & Developer*

Montreal, QC — 514-559-2595 — [hello@rossnoble.net](mailto:hello@rossnoble.net)

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## EDUCATION

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### McGill University

*Bachelor of Commerce*

*Sept 2005 — May 2009*

- Marketing Major
- English Minor (Cultural Studies)

## TECHNICAL SKILLS

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### 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

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- 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

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# 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

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### 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

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*References available upon request*