PAUL TRUJILLO

MARKETING MANAGER

A BRIEF DESCRIPTION OF MY THOUGHT PROCESS

All creative work requires an understanding and appreciation of technical challenges. These challenges are to be seen as opportunities to innovate and expand creativity. With every title I have worn, I have learned a new methodology for delivering an interactive product. I like to work hard and tell everyone it was easy.

CONTACT

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Pro Skills

Photoshop	● ● ● ● ● ● ●
Illustrator	● ● ● ● ● ●
HTML	● ● ● ● ● ● ●
WordPress	● ● ● ● ● ● ●
CSS	● ● ● ● ●
Email Marketing	● ● ● ● ● ● ●
Social Marketing	● ● ● ● ● ●
Affiliate Marketing	● ● ● ● ●

EXPERIENCE

2015 - 2016

MARKETING MANAGER
iTEAM Network

My time at iTEAM Network has been extremely rewarding. With every new challenge we have faced I have found new methods of marketing a product that cannot be sold or distributed like a typical piece of software. Using a combination of email marketing and affiliate marketing we are now managing a send list of over 300,000 emails. We create and distribute marketing materials for 16 partners and 8 affiliate advertisers.

2015

GRAPHIC DESIGNER
GAMESYS GAMING

My time at Gamesys gaming was a fun and unique experience. The headquarters for the company is located in London, which meant communication was done daily over video calls and instant messaging. The amazing artists taught me a lot of new graphic methodologies that I wouldn't have learned at a traditional design position.

2015

ASSISTANT MARKETING DIRECTOR
DAWGS USA

Working closely with the Marketing Director I was taught how to properly execute a sales funnel and remarket to curious potential customers. Definining customer demographics and segmenting lists to better convert them to paying customers wasn't a necessary addition but proved to be effecitve.

2014 - 2015

WEB DESIGNER
ADDS PRO

This position was my introduction to affiliate marketing practices. We created several content websites with the sole purpose of building genuine and organic traffic that we could then use as sales funnels. These websites all varied in genre and key demographics ranging from healthy living to male culture. We also had various products that I created both marketing and packaging materials for.

2012 - 204

GRAPHIC DESIGNER
GENESIS GAMING

My responsibilities were to assist both the engineering team and the art team with production assets. This eventually grew into assisting our global teams including marketing in London and the Genesis Vancouver team. I found that the marketing tasks were more rewarding and engaging, while the production tasks allowed me to communicate with multiple teams in other countries.