

# PAUL DORAN

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## REFERENCES

### **Raphael Akinsipe**

Co-Founder, CEO

SocialCrowd

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### **Andrew Byrne**

Former VP, Corporate Marketing

Colonial Companies

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### **Graham Ashley**

AVP, Director of Marketing

Colonial Companies

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### **Victoria Banuelas**

Co-Founder, CMO

ResuMakers.com

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## OBJECTIVE & ABOUT

**Hello, my name is Paul Doran. I am looking for jobs that will allow me to hone and employ my skills in web design, graphic design, and related marketing-based fields.**

I have always had a passion for computers. Over the years, I've used my experience in web design, graphic design, analytics, SEO, video editing, email marketing, social media, etc. for various companies and clients including Texas Tech University, professional UFC fighter Jessica Eye, Rep 1 Sports, Colonial Companies, All Star Home Group Realty, ResuMakers.com, Highlands Natural Resources, Alfson Energy, DJ Nasha, Glow Station, Just Media Studios, and many other small projects.

Some more recent accomplishments include launching a new website for HST Pathways (coinciding with designing a major industry tradeshow booth), leading to a doubling of web traffic, a halving of bounces off the website and a 60% increase in organic search traffic. Also led SEO growth and increased 50+ key industry terms in Google search rankings by a combined nearly 500 positions, averaging around an entire page increase for every term.

I have also been involved in several startups over the years, most recently heading Product Design and Marketing at SocialCrowd, which recently closed its first round of funding at \$500k. I also like to keep up to date with the latest industry changes, and have been diving into AI and seeing how tech like ChatGPT can be utilized to benefit marketing organizations.

On a personal note, I enjoy tennis and played on varsity & junior varsity teams back in high school. Music is also a passion of mine, and I have played and taken classes for guitar, piano, and violin. Other interests include photography, travel, space, and science.

You can see more of the work I've done and more info via my online portfolio at PaulDoran.com

Sincerely,  
Paul Doran

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## ACTIVITIES & HONORS

- (2015) **2nd Place, Texas Tech Appathon**
  - 24-hour mobile app development competition
- (2014) **Social media plan, City of Arlington, Texas CVB**
  - Produced and presented for Arlington Convention & Visitors Bureau
- (2014) **2nd Place, Texas Tech Appathon**
  - 24-hour mobile app development competition
- (2009) **Scholarship, Fort Bliss OCSA**
  - Awarded by the Fort Bliss Officer and Spouses' Association
- (2009) **Certification, Adobe Freehand**
  - Received through course in Adobe Freehand design software
- (2009) **Eagle Scout, Boy Scouts of America**
  - Highest rank in the Boy Scouts of America

## SKILLS

Web design, WordPress, HTML, CSS, JS, digital & print graphic design, analytics, SEO, video editing, podcast production, email marketing & design, event/trade show booth design & collateral, UI & app design, social media management, and typing up to 100wpm.

## EXPERIENCE

### SR. DIGITAL MEDIA MANAGER

(Feb 2022 - May 2023)

### HST Pathways

- Designed print/web ads, graphics, flyers, banners, trade show booths, etc.
- Managed corporate website, landing pages, event websites, analytics, SEO, etc.
- Produced company videos, product demos/walkthroughs, event promos, podcasts, etc.

### DIGITAL MEDIA SPECIALIST

(Nov 2018 - Feb 2022)

### Colonial Companies

- Produced flyers, social graphics, postcards, brochures, videos, etc, for loan officers and staff
- Created and updated web content, landing, pages, blogs, loan officer webpages, etc
- Took and edited photos at various events, helped present social media webinars, and more!

### WEB & MARKETING

(Jul 2015 - Nov 2018)

### All Star Home Group Realty

- Designed/managed website, applied/tracked web analytics, security, and SEO
- Produced email marketing & social media campaigns and advertised for database of 50,000+ real estate investors
- Created graphics, flyers, business cards, banners, brochures, etc, as well as produced videos, presentations, powerpoints, and more!

## EDUCATION

### BACHELOR OF ARTS DEGREE

(2009 - 2015)

### Texas Tech University (TTU)

Bachelor of Arts in Electronic Media & Communications.

## INTERESTS



MUSIC



PHOTOGRAPHY



TENNIS



TRAVEL