



Paul Doran

Designer • Marketer • Creative

 (915) 373-7743
 Paul@PaulDoran.com
 www.PaulDoran.com
 Dallas/Fort Worth, TX

ABOUT

Hi, I'm Paul! I'm a designer and marketer with over a decade of professional experience.

I've had a passion for all things computers and design from a young age. Over the years, I've utilized my skills in graphic and web design, as well as in branding, email marketing, social media, event marketing, UI/UX and app design, SEO, web analytics, paid advertising, video editing, podcasting, and AI for various industries, startups, universities, professional athletes, and many other small projects.

Some past work accomplishments I'm proud of include simultaneously launching a redesigned website and major trade show booth for HST Pathways, all while in the midst of multiple company acquisitions and having to unify branding and marketing materials. Many long hours paid off, with web traffic doubling, a 60% increase in organic search, and dramatic SEO improvements to 50+ key industry terms.

Most recently, I co-founded the employee incentive startup SocialCrowd with my best friend/college roommate. Our passion project has gone on to raise over \$4M in venture funding, and secure customers like the Milwaukee Bucks, Starbucks, Motorola, Sonic Drive-In, Panda Express, Shake Shack, and P.F. Chang's. It's been a challenging, but rewarding journey!

INTERESTS

Outside of work, I enjoy tennis and have previously competed in varsity and junior varsity teams. I'm also passionate about music, and have played guitar, piano, and violin. Other interests and hobbies include photography, travel, skiing, hiking, and all things space and science.





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EXPERIENCE

Co-Founder, Head of Design and Marketing @ SocialCrowd | May 2023 - Present

- Designing marketing assets and product UI/UX, supporting growth of \$4M+ venture-backed platform
- Creating and maintaining company websites, SEO, and analytics tracking
- Building and managing cross-channel campaigns, event promotions, and paid advertising

Sr. Digital Media Manager @ HST Pathways | Feb 2022 - May 2023

- Built and managed corporate website and event landing pages with SEO and analytics tracking
- Created digital and print graphics, trade show booths, promo videos, demos, and podcasts
- Unified and maintained branding and marketing assets across multiple company acquisitions

Digital Media Specialist @ Colonial Companies | Nov 2018 - Feb 2022

- Produced digital and print graphics, social media content, and marketing videos
- Created websites and maintained content, supporting hundreds of loan officers and credit unions
- Photographed events and ran social media training initiatives

EDUCATION

Bachelor of Arts, Electronic Media & Communications Texas Tech University | 2009 - 2015

ACHIEVEMENTS

2nd Place @ Texas Tech Appathons | 2014 & 2015

- 24-hour mobile app development competitions

Eagle Scout @ Boy Scouts of America | 2009

- Highest rank in the Boy Scouts

REFERENCES

Raphael Akinsipe

Co-Founder & CEO, SocialCrowd
(281) 896-5464 | Raphael@getSocialCrowd.com

Graham Ashley

SVP of Marketing & PR, Colonial Companies
(972) 489-0853 | Graham.Ashley@GoColonial.com

SKILLS

- Web design
- Digital & print graphic design
- Event booth design/collateral
- SEO & web analytics
- Social media management
- Podcast production
- WordPress, HTML, CSS, JS
- Email marketing & design
- UI & app design
- Video editing
- Typing at 100wpm

Andrew Byrne

Former VP of Marketing, Colonial Companies
(972) 979-3701 | abbyrne@gmail.com

Victoria Banuelas

Co-Founder & CMO, ResuMakers.com
(915) 202-3445 | ReachVKB.com