

Paul W. Poisson

97 Middlesex Street
Bradford, MA. 01835

Phone: (978) 618-8917
Email: paul.poisson@gmail.com
Portfolio: www.paulpoisson.com

Objective To obtain a position with a dynamic organization, working closely with a team of professionals, to learn and advance my experience level and success.

Experience **Webmaster/Marketing Communications Manager** (2003 - Present) - SofTech, Inc.- Tewksbury, Ma.

- **Web:** Manage all local and international website initiatives (design, development, search engine optimization, e-marketing, online lead generation, custom mass-mailing tools, design lead capture and event databases, custom email tracking applications and databases as well as internationalization via custom online CMS tools)
- **Intranet/Extranet:** Responsible for design, development and maintenance of company's corporate intranet, sales tools and databases as well as customer extranet, customer database, and internal user management tools.
- **UI Design:** Responsible for product interface design, client view and edit form deliverables and product's WebClient interface.
- **Corporate Image:** Implement and maintain effective standards for powerful corporate image and brand recognition across all company's products local and international.
- **Marketing Collateral:** Manage the development of product literature, corporate brochures, white papers, case studies, article reprints, newsletters, technical briefs, and presentations. Coordinate content development, design, production, translations, and internal/external distribution.
- **Events:** Manage company presence and participation at key trade shows and industry conferences; coordinate company-sponsored seminars, Webcasts, Web advertisement, online registration, booth design, signs, collateral, sales support, promotional products, and lead capture tools.

Accomplishments:

- Saved company over \$90,000 with search engine optimization efforts – starting below position 200 resulting in top placement on first 3 pages for multiple competitive keywords within 4 months.
- Launched paid advertising campaigns resulting in over \$400,000 in product sales within a 4 month period.

Webmaster/Creative Services Manager (2001 - 2005) - Hampton Computer, LLC. - Hampton, NH

- Manage and design all aspects of client web sites, intranets, email, multi-media presentations, and marketing collateral.
- Responsible for project management and client proposals.
- Held private instruction for client application training and technical support.
- Manage Hampton Rotary Club weekly news letter "Coast Lines" for both print and the web.
- Research and development for service and sales department.
- Field Technician (provision home/office networks, on-site technical support and training)

Accomplishments:

- Created new revenue stream through development of creative services department and web hosting services.

Senior Web/Interface Designer (2000 - 2001) – Magnasource, Inc. - Wakefield, MA

- Responsible for user interface design for web sites and web applications.
- Managed code integration between technical design and software engineering team.
- Responsible for managing and mentoring a small team of Web Designers.
- Project management and client proposals.

Continued...

- Heavily involved with usability analysis and testing team.
- Responsible for information design and architecture of web applications and websites.

Webmaster/Designer/MIS (1995-2000) - Pro Player Sports Apparel Inc. - Hudson NH

- Managed corporate site, company email, and intranet.
- Designed, developed and implemented company's online store, merchant account, and SSL certificates.
- MIS and technical support
- High-end color separation engineer and production artist

Honors

- Employee of the month (November 1999)

Supervisor/Graphic Artist (1990-1995) - Applied Graphics, Inc. - Amesbury MA

- Managed screen printing and pad printing department
- Responsible for implementation and training of pad printing equipment and maintenance.
- Responsible for maintaining art department.

Education

Commercial Art/Graphic Art (1986-1990) - Whittier Regional Vocational Technical High School - Haverhill MA

- Graphic design, Illustration, Layout, Color Composition, Mechanical Drawing, Drafting and Photography
- Certificate in Commercial Art

Honors:

- Class representative
- Graduated top 5% of senior class, top 10% of junior class
- Honor roll freshman, sophomore, junior and senior years.
- Kiwanis Award for Academic Achievement
- Karen Crooks Memorial Award

Web Design (1997) – New Horizons Computer Learning Center – Nashua NH

- Web Design, HTML Coding, Javascript Code, Web Layout and Web Standards
- Certificate in Web Design

Other Professional Experience (*Consulting*)

Independent Consultant (2001 - 2002) - D.B.A Paul Poisson

- Web Design / Graphic Design / Corporate Multi-media Presentations
- Project Management and Client Proposals
- Network Design and LAN Management
- Training and Technical Support, Email Management

Co-Owner/Web Developer (1999 - 2001) - Cybertise-it, LLC. - Salem NH

- User Interface Design and Logo Design
- Designed and Managed Company's Web and Print Collateral
- Macromedia Flash Design and Action Script Development
- Project Management and Client Proposals

Continued...

Senior Web Designer (1999 - 2000) - Inetplaza, LLC. - Natick, MA

- Designed and Managed Company Web Site and Email
- Developed Company Multi-Media Presentations
- Setup Web Based Email, Community, Affiliate Linking, and Chat for multi-user environment

Webmaster/Graphic Designer (1997 - 2000) - Billy Bee Productions, Inc. - Nashua, NH

- Responsible for Color and Layout of Published Children's Books "Winning" and "Colors of love"
- Designed and Managed Company's Web Site and Email
- Researched and Developed Special Effects and New Tools used in the Book
- Responsible for Company Advertisements and Marketing Collateral
- Technical Support

Programming PHP, SQL, HTML, XHTML, DHTML, XML, XSL, JavaScript, WML, PERL, Action Script, CSS, Lingo

Software Macromedia Dreamweaver, Macromedia Flash, Adobe PhotoShop, Adobe Illustrator, Adobe GoLive, Adobe Acrobat, Adobe InDesign, Macromedia Director, Macromedia UltraDev 4.0, Macromedia Fireworks MX, Adobe Premiere, Adobe ImageReady, QuarkXpress, Digidesign Pro-Tools, Visio, MacCVS, BBEdit, Cute HTML, Cute FTP, Microsoft Office Professional Suite, Painter 5.0, KPT 2,3,4,5,6, KPT Bryce 1.0, Infini-D 4.5, Cubase, Toast, Quickbooks Pro, Filemaker Pro, Norton Utilities, Nero, Cakewalk, Apache, Tomcat, Final Cut Pro, DVD Studio Pro, iMovie, iDVD

Platforms Macintosh OSX, Windows XP, Windows 2000 Advanced Server IIS, Netscape iPlanet Web Server, Apache Web Servers