

PAUL FORD

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@paulsmalls

HELLO, I'M PAUL

Helping others to achieve their potential fosters learning and innovation and lifts everyone to a higher standard. Allowing yourself to learn from your peers and be taught by the collective talents of a team will bring you farther than being the smartest guy in the room.

TECHNICAL SKILLS

Photoshop · Logic Pro X · Final Cut Pro X · iOS/OSX · Apple Hardware · iWork and Office Suite · Wordpress

EDUCATION

B.A. w/ Honors
University of Texas at Dallas
Emerging Media and Communications

EXPERTISE

*Public Speaking
Podcasts
SEO
Content Management
Sales Training
Sales*

Project/Contract

BenQ North America **Content Manager**

Content management for all of BenQ's North American sites. Product content, banner cycles, SEO, copy quality checks, on benq.us, benq.ca, and all mobile platforms. Adobe Experience Manager for our B2B platforms as well.

Also responsible for maintaining CNET Partner portal, HubSpot, WebCollage content publishing platforms for all partner sites, ie Best Buy, NewEgg, BH, etc. Establishing and maintaining deadlines and gathering required assets from various teams.

UX Contractor for cheapcaribbean.com

Wire-framing, usability testing, A/B customer tests, prototyping new web template designs, technical documentation updates.

I worked on the UX/UI team so had a hand in all aspects except art assets.

EXPERIENCES

SolarCity / Tesla · Direct Sales

- Direct sales of rooftop solar panels
- 90 to 120 day sales cycle with long term contracts
- Self generated and referral based lead system
- Responsible for generating \$480,000 monthly revenue as minimum goal

Apple Inc. · In-Store Trainer

- One on one and group facilitation style training
- Training sales team on sales techniques and customer relationships
- Designing work flows and training curriculum
- Specialization in impromptu “on the fly” training classes
- Training and rollout of several new products including Apple Watch
- Utilizing Lead Learn Out approach
- Team building and employee engagement

Cheapcaribbean.com · UX Contractor

- Authoring site functionality documentation for wiki
- Wire framing and low fidelity mockups
- Using iPerceptions, mining for customer opinion and feedback
- Presenting findings weekly to team and updates to management
- Working with social media team for campaign brainstorming
- Transitioned to Agile SCRUM development processes

Best Buy · Magnolia Specialist / A/V Supervisor

- Scheduling, recruiting, planning, and implementation
- Quarterly/Annual strategy planning and execution
- Responsible for generating \$33 million budget
- Leading a sales team
- Training and demonstrating new product
- Custom home theater design
- #1 Sales person for 4 years in a row until promoted

Awards / Recognition

University of Texas at Dallas

Undergraduate Research Grant / Outstanding Capstone Award

Wearable Sentiment Analysis / www.paulsmalls.com

Awarded for ongoing research and design in wearables, specifically how they can impact relationships and what makes them succeed and fail.