

Paul Tayyan

DIGITAL MARKETING PROFESSIONAL

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www.metropaulitan.com

PROFILE

Highly Experienced and focus driven Digital Marketing / E-commerce professional with a demonstrated history of delivering results. Skilled in Project Management, Search Engine Optimization (SEO), WordPress, Digital Marketing and Web Development including e-Commerce platforms such as Magento, Shopify, WooCommerce and more. Strong professional with a bachelor's focused in Fine Arts and a Marketing Minor from California State University Long Beach. [#jackofalltrades](#)

EXPERIENCE

Edelbrock, LLC.

2018 > Current

Digital Marketing Manager

Some of my duties as the Digital Marketing manager consist of creating and implementing core marketing strategies to drive online traffic to the company website. Developing and managing digital marketing campaigns Utilizing a range of techniques including paid search, SEO, PPC, display, retargeting and social media. Building online brand and product campaigns to raise brand awareness, improve UX, landing page design, unique content and analytics are some of the core daily duties. Review new technologies and keep the company at the forefront of developments in digital marketing such as the integration of marketing automation to the organization.

Currently, my role has expanded to oversee the Magento 2 e-Commerce integration and day to day operations including user experience and lead generation. Since launching direct to consumer, sales have continued to increase month over month!

- Oversee Magento 2 e-Commerce DTC Initiative
- Manage and Developed all HTML / WordPress Installations
- Oversee Email Marketing Campaigns (B2B / B2C)
- Project Management / Team Management
- Manage Digital Marketing Execution
- Oversee PPC, Display, Shopping, Retargeting and Social Media Marketing Campaigns
- Manage 4 Shopify e-Commerce Store Fronts
- Manage Development team and Media Partners
- Improving User Experience, Landing Page Design, Content and Conversion
- Search Engine Optimization (SEO)
- Google Analytics Integration & Reporting
- Build, Assemble and Deploy Shopify POS Systems
- Databasing PIM (Auto Plus)
- Salesforce Planning/Integration

Edelbrock, LLC.

2011 > 2017

Website and Digital Media Manager

- Managed and Developed all HTML Sites / WordPress Installations
- Built, Deployed and Managed 3 Shopify Store Fronts
- Managed All Email Marketing Communications and Strategies (B2B / B2C)
- Search Engine Optimization (SEO)
- Google Analytics Integration and Reporting
- Build, Assembled and Deployed POS Systems for Events
- Social Media Channel Management (Paid and Organic)
- Managed Rackspace Web Server, Domain Name Registry and DNS

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EXPERIENCE

Edelbrock, LLC.

2006 > 2010

Front End Web Designer

- Created Graphics for Consumer Facing Websites
- Designed Website Wireframes and Design Comps
- Developed and Designed Site Maps / Flow Charts
- Designed Digital Display Banner Ads (Flash Animated and Static)

Internet Brands

2005 > 2006

Web and Print Designer

- Managed Sales and Print Collateral
- Website Redesigns and Wireframing For Multiple Websites
- Copy writing and Concept Design
- Built Flash Animations and Story boards
- Online Advertising Creative for Display Ads and Company Websites

Metropaulitan Design

2004 > Current

Founder and Creative Director

Current clients include: [Full-Race Motorsports](#) [Liberty Company Insurance](#)

Some previous companies I have consulted with include: [Skechers](#) [PowerBar](#) [HeilBrice](#) [Clippers](#) [NMRA/NMCA](#) [SeeLA.com](#) [TBWA Chiat Day](#)

EDUCATION

Long Beach State Univ.

2003 > 2005

Bachelor of Fine Arts // Minor in Marketing

Attended CSULB art program and received a Bachelor of Fine Arts with an emphasis in Graphic Design. Also received a Minor in Marketing, focused in online and digital advertising Graduated in 2005 with a major GPA of 3.5 and an overall GPA of 3.2.

Orange Coast College

2000 > 2002

Associate degree

Graduated with a GPA of 3.4

Fountain Valley High

1996 > 1999

High School Diploma

Graduated with a GPA of 3.6

SKILLS

Project Management, eCommerce, Digital Marketing/Advertising, Web Design and Development, Email Marketing, Creative Direction, Management, Analytics and Reporting, Search Engine Optimization (SEO), Graphic Design, Digital Media, Logo Design, Social Media Marketing, Copywriting, User Experience, Brand Development, Display Banners, Typography, Concept Design, Photography, Creative Strategy, Digital Photography, Blogging, Branding, Corporate Identity, Layout and Wireframing, Story Boarding, Flow Charts, Problem Solver

Tools & Technologies // Adobe Creative Suite, Photoshop, Illustrator, InDesign, Flash, Dreamweaver, CSS, Magento 2, HTML, WordPress, Google Analytics, Shopify, WordPress, Mailchimp/Survey Monkey, Constant Contact, Benchmark Email, Click Funnels, Drift, Zen Desk, Salesforce, Amazon AWS, Rackspace, Affirm, Braintree, Incapsula, Cloud Flare