

PAUL TRUSIK

INBOUND STRATEGIST+SOLUTIONS ARCHITECT

Objective

Ready to embark on a new career goal of launching new business initiatives and strategy backed with inbound marketing automation software. Seeking an opportunity to work with in-house team to execute integrated marketing, customer engagement programs and campaigns/events.

Work Experience

- 2015 – present **Director of Digital and Inbound Marketing**
Senior Living SMART, Plymouth, MA
Chief contributions include leading the agency's marketing tech team and long-range planning for internal initiatives while supporting our external projects, partners, and community. Responsible for conceptualizing, designing, and executing the best possible Hubspot inbound marketing strategy, and 3rd-party integration with focus on SaaS tech stack endorsed by the senior living industry.
- 2014 – 2015 **Director of Web Services**
Bild & Company, Tampa, FL
Responsible for long-range direction of digital planning and development internally, and externally, for all clients. Includes hands-on responsibilities for all web-based facets such as: UX front-end design/back-end programming, lead generation & data capture, social media & email marketing campaigns, web metrics reporting - establish technical vision for all leading aspects of company's digital services.
- 2010 – 2014 **Front-end Web Developer/Designer**
University of South Florida, Tampa, FL
Creative lead in conceptualizing, designing, and executing Wordpress library website experience with a focus on user interface development as well as social marketing endeavors. Work includes developing partnerships with other USF units around campus, advising & executing strategies to engage student/faculty awareness of digital services and promote library programs & initiatives to community.
- 2001 – 2010 **Online Creative Manager**
AVI-SPL, Tampa, FL
Worked with in-house web development team responsible for all facets of web page creation, including graphics, layout and functionality for 16+ sites. Continue to advise on web strategies, goals, functionality, aesthetics, available resources, and project timing for web publishing in support of overall corporate marketing goals.

Additional Work

- 2003 – present **Freelance / Consulting**
PaulTrusik.com
Additional client list and project portfolio available online.

Contact Information

website: paultrusik.com
email: ptrusik@me.com
phone: 813.503.2312

Education

Major: **Communication**
Minor: **Computer Info Systems**
Bachelor of Liberal Arts & Sciences
The University of Tampa | 2001

Certifications

HubSpot Solutions Partner Certification
CallRail Partner Certification

Skills

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|----------------------|------------------|
| Inbound Marketing | HTML/CSS |
| UX Design | Javascript |
| Wordpress CMS | PHP |
| Illustration | MySQL |
| SEO | Call Tracking |
| Adobe Creative Suite | Email Marketing |
| Zapier | WooCommerce |
| Hubspot | Paid Campaigns |
| Active Campaign | Google Analytics |

References

Available upon request