

# Paul Wilson Hidalgo

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Portfolio: <http://paulhidalgo.net>

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## SKILLS

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- Web Development: Advanced knowledge in CSS, XHTML and PHP Programming
- Traditional Media: Experience in Ad Campaigns, Corporate Identity and Below-the-Line marketing Collaterals
- Interactive Media: Experience in Flash Design, Dynamic Data and XML
- Content Management: Designed and Programmed own CMS
- A very team and a goal oriented person
- Very proficient in MS Office Programs

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## WORK EXPERIENCE

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### **Affle Pte Ltd.** (Singapore)ey

#### *Web Master / Creative Services Manager*

January 2007 – February 2009

- Conceptualization, design and maintenance of all company portals (Product, Corporate, Intranet)
- Servicing for advertising sales for clients such as Coke, Clinique, ESPN
- Development of CMS for Corporate Portals
- Light Linux Server Management
- Planning, Designing and implementation of Mobile phone content delivery system
- Creative direction for all corporate design requirements
- Management of vendors, advertisers, clients and Mobile operators
- Design of UI / product interface
- Design and conceptualization of product logos and branding
- In charge of mobile content development and Promotions
- Involved in business development in SEA
- Company Info: Affle is a Mobile Marketing Startup with 50 people with operations in Singapore, India, Thailand and Malaysia.

### **IBM Daksh Business Process Services, Inc.** (Philippines)

#### *Senior Communications Associate*

March 2005 – January 2007

- Helped the recruitment team ramp the entire company's workforce from 400 to 6,000

- Engineer talent acquisition campaigns in lieu with IBM's global branding, advertising and O&M's goals
- Design and conceptualization of print marketing collaterals such as weekly newspaper advertisements, company posters, brochures, and billboards
- Design and conceptualization of digital media including flash presentations, intranet sites, and online portals
- Organize and plan Recruitment events such as Job Fairs and Career Week
- Coordinate and deal with vendors such as newspapers, media vendors and recruitment firms
- Planning and execution of Integrated Communications Plans for IBM Daksh Recruitment
- Handle brand management activities
- Company info: IBM Daksh is a wholly owned subsidiary of IBM which started on 2002 and acquired by IBM by 2005.

### **Htmld.com** (Philippines)

*Owner*

September 2003 - Present

- Has Sole-Proprietorship of Web Hosting Business, however delegated operations due to commitments
- Maintain client relationship including providing technical support
- Handle finance and marketing including site design and maintenance

### **De La Salle-College of Saint Benilde** (Philippines)

*Webmaster*

July 2001 -February 2005

- This role is not a paying job. However compensation is via scholarship.
- Handle day-to-day development and maintenance of the college website
- Worked with a small 10-man design team handling all communications including student acquisition
- Design collaterals for various school events as part of the marketing communications office

### **Don Bosco Technical Institute** (Philippines)

*Web Designer*

June 1999 -February 2001

- Maintains and Develops the website for the Academe

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## **PROFILE**

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Paul is young but delivers results. His creative work began in 2001 by initially making websites, such as the official site of his Philippine alma mater, the De La Salle-College of Saint Benilde. He later graduated from DLS-CSB with a multimedia degree in 2005, and now has solid experience in video production, advertising, mobile media, interactive media, and web development and design.

He has worked with banks, educational institutions, BTO companies, apparel lines, video games, music, artists and human resource firms. His clients can be found in Manila, Boston, LA and London, as well as in India and Thailand. He is also the owner of htmld.com, a webhosting company. He currently lives in Singapore, and works as an independent consultant and Creative Services Manager

for the fast-rising mobile advertising company Affle.

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## **EDUCATION**

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### **De La Salle- College of Saint Benilde**

*Bachelor of Arts in Multimedia Arts*

February 2005

### **Don Bosco Technical Institute**

*Secondary – Graduated with Diploma in Computer Programming*

March 2001

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## **SOFTWARE I USE**

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- Design: Photoshop, Illustrator, Indesign
- Web Development: Textmate, Dreamweaver
- Interactive: Flash
- Macintosh User, comfortable with PC

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## **EVERYTHING ELSE**

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- Windows 2003 Administration ( Active Directory, DHCP, DNS)
- Web Server Administration (PHP, MYSQL, Apache)
- Windows 98, 2000, XP Administration
- Hardware Maintenance, Installation.
- Intermediate Knowledge in Video Editing (After Effects, Premiere)