

Paul Wilson Hidalgo

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Profile

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 htmland.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.

WORK EXPERIENCE

Affle Pte Ltd. (Singapore)

Creative Services Manager

January 2007 – Present

- Creative direction for all corporate design requirements
- Management of vendors, advertisers, clients and Mobile operators
- Conceptualization, design and maintenance of all company portals (Product, Corporate, Intranet)
- Design of product interface
- Design and conceptualization of product logos and branding
- Design of mobile content platform
- Development of CMS for Corporate Portals
- Light Server Management
- Servicing for advertising sales for clients such as Coke, Clinique, ESPN
- In charge of mobile content development and Promotions
- Involved in business development in SEA

Zhoki LLC (Boston, USA)

Creative Consultant

March 2008 – Present

- Set-up company brand
- Design and manage creative requirements
- Design and maintain Website

- Handle business development in SEA

Bluewood Capital (Singapore)

Creative Consultant

June 2008 – Present

- In charge of creating user interfaces and brand design for web projects

Ideator Pte Ltd. (Singapore)

Production Consultant

February 2008 – June 2008

- Oversee outsourcing production of creative services to Manila, Philippines
- Plan and oversee media campaigns
- Art direct projects for clients

IBM Daksh Business Process Services, Inc. (Philippines)

Senior Communications Associate

March 2005 – January 2007

- 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
- Planning and execution of Integrated Communications Plans for IBM Daksh Recruitment
- Handle brand management activities

Independent Multimedia Consultant / Web Developer (Philippines / United States / Singapore / Thailand)

July 2002 - Present

- Design and conceptualization of materials in print, website, and interactive instructional video.
- Branding works for various clients.

Clients include Rustans, The Bloomfields, Direct Selling Association of the Philippines, Asian Development Bank, Personnel Management Association of the Philippines, Banko Sentral ng Pilipinas, Anino Games, Molave Development Foundation Inc., and Digital Solutions.

Htmlland.com (Philippines)

Owner

September 2003 - Present

- Had Sole-Proprietorship of Web Hosting Business
- Maintain client relationship including providing technical support
- Handle finance and marketing including site design and maintenance
- Closed the Company in 2007 to launch another brand of web hosting service

De La Salle-College of Saint Benilde (Philippines)

Webmaster

July 2001 -February 2005

- Handle day-to-day development and maintenance of the college website
- 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

EDUCATION

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

SKILLS THAT PAYS THE BILLS

- 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

SOFTWARE I USE

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

EVERYTHING ELSE

- 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)