



# DRAKE PAULSEN

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## PROFESSIONAL SUMMARY

Experienced software developer and digital marketer with a proven track record of success in designing and implementing innovative solutions. Over ten years of expertise in building robust CRM and POS systems, leading web development projects for major brands, and driving digital marketing strategies. Known for translating business requirements into scalable and efficient software solutions, enhancing online presence, and optimizing user experiences. Adept at leading cross-functional teams, managing projects from initiation to successful delivery, and showcasing technology at industry conferences. Seeking opportunities to leverage technical skills and marketing expertise to drive impactful results.

## SKILLS

- Database Management
- Team Collaboration and Communication
- Software Architecture and Design
- Programming Languages: Java, Python, JavaScript
- Problem-solving and Debugging

## EXPERIENCE

Software Developer January 2020 - Current

Pure Technologies Corp | Jacksonville, Florida

- Supported, maintained, documented, and enhanced software functionality.
- Led the development of a comprehensive Customer Relationship Management (CRM) system, streamlining client interactions and improving communication.
- Designed and implemented a Point of Sale (POS) system, enhancing transaction efficiency and customer experience.
- Conducted regular code reviews to maintain code quality and adherence to best practices.
- Utilized Java and Python for backend development and React for front-end development.
- Showcased the CRM system at major tech conferences, demonstrating its features and functionality to industry professionals.

Lead Web Developer

March 2017 - January 2020

FuzionZone | Lakeland, Florida

- Spearheaded web development projects for major car brands, delivering high-quality websites that met and exceeded client expectations.
- Managed a team of 12 developers, providing guidance, mentoring, and fostering a collaborative work environment.
- Oversaw the entire development lifecycle, from project initiation to delivery, ensuring adherence to timelines and quality standards.
- Collaborated closely with clients to understand their requirements and translate them into effective and visually appealing web solutions.

- Utilized HTML, CSS, JavaScript, and other technologies to create responsive and user-friendly websites.

Web Developer

April 2013 - February 2017

The TKO Group | Valdosta, Georgia

- Managed web development projects and digital marketing initiatives for 7 dealerships, implementing effective strategies to enhance online presence and drive customer engagement.
- Led a team of 8 professionals, overseeing web development tasks, digital advertising campaigns, and SEO efforts.
- Collaborated with dealership stakeholders to understand business goals and implemented web solutions to optimize user experience and increase lead generation.
- Implemented digital marketing strategies, resulting in a 25% increase in online traffic and a 15% improvement in lead conversion rates.
- Utilized a combination of technical skills in web development and digital marketing expertise to deliver comprehensive solutions.

## EDUCATION

B.A - Computer Science  
DeKalb Tech, Atlanta, GA

May 2012