

# Paul R. Cardillo

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## University of North Carolina at Chapel Hill

Chapel Hill, NC

Finance and Operations Service Center of Excellence: April 2016- Present

### **Website and Digital Services Specialist**

- Provide strategic support and guidance for Finance and Operations division-wide digital communications
- Develop and edit content including copy and graphics across 14 departmental WordPress websites
- Review departmental websites for WCAG 2.1 accessibility compliance using resources including webAIM, total11y and aXe
- Complete accessibility remediation with jQuery, JavaScript, CSS and HTML solutions on all departmental sites
- Develop training materials and general guidelines for website related activities and WordPress use within the division
- Produce and distribute four e-newsletters across the division, tracking delivery and open rates

UNC Student Stores: March 2013- March 2016

### **Website Merchandising and Marketing Manager**

- Grew online sales 300% with implementation of an integrated marketing approach to online merchandising
- Maintained the store's e-commerce site, including a full redesign in July 2014
- Coordinated market research and rebranding projects with the store marketing team
- Developed, implemented and marketed a licensed merchandise order program for student groups and campus departments

Bull's Head Bookshop: October 2010-March 2013

### **Retail Marketing Assistant**

- Received shipments from publishers and vendors and confirmed inventory
- Communicated Bull's Head purchasing options to University department managers and administrative staff

## Merge Records

Durham, NC

September 2000- October 2009

### **Sales and Marketing Director**

- Managed sales and marketing functions for all releases, including two Billboard top 10 debuts
- Developed sales and marketing materials, including web bios, one sheets and PowerPoint presentations for all releases
- Supervised retail assistant, mail-order and online sales department and shipping and receiving department
- Organized and stage-managed several music festival events

September 2000-December 2005

### **Film and Television Licensing Coordinator**

- Developed and maintained relationships with film and television music licensing professionals
- Reviewed and edited legal documents for approval of master use licensing

## Redeye Music Distribution

Haw River, NC

September 1997-September 2000

### **Regional Sales Representative**

- Developed and maintained a national customer database
- Developed marketing programs and sales tools
- Assisted in management and training of field sales representatives

## Musician and Service Industry

Chapel Hill, NC

October 1992-June 1998

### **Performance and Hospitality**

- Played bass and guitar in several touring and recording rock bands
- Booked, organized and publicized shows, including a successful fundraiser for Musician's Health Benefits Alliance
- Held several part-time jobs in retail and in food service including management, scheduling and customer service positions

## International Paper

Purchase, NY

May 1990-September 1992

### **Corporate Communications Coordinator**

- Compiled and distributed daily news summary to CEO and operating managers
- Wrote and edited articles for employee newsletter with a circulation over 50,000
- Wrote and edited corporate press releases for quarterly earnings
- Contributed to annual report and investor relations publications
- Assisted Media Relations Director with focused print media campaigns regarding state and federal environmental legislation

## Education

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### University of North Carolina at Chapel Hill

Chapel Hill, NC

School of Media and Journalism: January 2019-December 2019

#### **Certificate in Digital Communication**

##### **Curriculum:**

- Visual Communication and Multimedia
- Digital Data and Analytics
- Writing for Digital Media

School of Information and Library Science: Spring 2016-Present

#### **Non-degree Graduate Studies**

- Focus on Information Science, Web Architecture and Web Development
- Completed 12 credit hours of study through June 2018
- Coursework in Python, PHP, JavaScript, jQuery, HTML5 and CSS
- Database work with XML and JSON libraries

### Manhattanville College

Purchase, NY

Bachelor of Arts in Communication Arts, May 1990

#### **Honors and Activities**

- Kenneth F. Johnson Leadership Scholar, 1988
- Editor-in-Chief, TOUCHSTONE campus newspaper, September 1987-May 1988
- Four-year letter winner, varsity lacrosse