

Paul McCullough

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EXPERIENCE

You Betcha Ice Cream

Owner, Lead Confectioner, Marketing Director, April 2018 - Present

- Create small batches of the best quality ice cream with creative twists
- Manage relationships with clients and vendors
- Develop marketing concepts and overall brand look
- Manage and promote company events utilizing social media marketing

City of Grand Forks

Mobility Manager, August 2020 - April 2022

- Developed and maintained working relationships with businesses, colleges, schools, and other public transit stakeholders
- Participated in preparation, assessment, and update of the long-range transportation plan
- Managed marketing specialist responsibilities (listed below)

Cities Area Transit Marketing Specialist, January 2019 - August 2020

- Developed annual marketing plan to focus on goals and initiatives of the department
- Managed advertisement campaigns, social media, and community outreach initiatives to increase ridership numbers and public perception
- Directed projects to support bus operational personnel and improve ridership experience
- Generated revenue through advertisements on buses and shelters
- Managed invoicing and maintaining relationships with clients

EDUCATION

University of North Dakota, Grand Forks, ND

BBA in Entrepreneurship | Minor in Biology | Cum Laude

COMMUNITY

Greater Grand Forks Young Professionals Member, 2016 - Present
Young Professional of the Year (2022)

Special Olympics Swimming Volunteer (2 seasons as head coach), 2012 - Present

Catholic Beer Club Marketing Director, 2018 - 2020

1 Million Cups Grand Forks Organizer, 2018 - 2020

Eagle Scout Association Volunteer, 2018 - present