

# PAUL LEPELLETIER Creative Art Director for Hire

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## PROFESSIONAL SUMMARY

An accomplished, award-winning professional with a comprehensive background in leadership, creative direction, advertising, marketing, graphic design, project management, art direction, and business development. Leads creative projects for clients in startups, nonprofits, new products and Fortune 500 companies covering fashion, entertainment, hospitality, real estate, education, and travel. Evaluates and develops marketing strategies and plans within budget. Performs full-cycle creative project management encompassing original concepts, storyboarding, and deliverables. Utilizes print, multimedia, websites, mobile applications, interactive, and social media to achieve maximum results. Delivers exquisite presentations and acquires contracts up to \$200M. Establishes, cultivates, and manages productive relationships. Proficient with Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, and Premiere, PowerPoint, Studio Production Casting and supervising video and photography shoots with a staff of 250. Profiled in Ad Week, Wired, Art Director Magazine, Backstage Shoot, and New York Daily News.

### Core Competencies

- Project Management
- Concept Development
- Branding
- Television
- Radio
- Team Player
- Full Production
- Visual / Online Media
- Marketing & Advertising
- Print / Packaging
- Web Design
- New Business Pitches

## CAREER ACCOMPLISHMENTS

- Created 1,000+ print campaigns and 200+ television and radio commercials
- Youngest Recipient of Peabody Award
- Multiple CLIO Awards
- ADDY Creation NY Award
- Art Directors Club
- LAA Award

## PROFESSIONAL EXPERIENCE

### The Look Accessories

New York, NY

02/2014 – Present

#### *Creative Director*

Develops enhanced marketing promotions for fashion and health products for sale in major, high-volume retailers. Conceived, designed, and launched website and Internet presence. Composes all copy content and oversees full-media campaigns encompassing website presence, print, and product package design. Produces and designs visual deliverables to promote brand concept and messaging. Aligns branding and communications by visual messaging on all digital publication, newsletters, sales sheets, and in-store point of purchase use. Achieved celebrity attention and endorsements through engaging social media outreach. Manages vendors, teams, brokers, and buyers. Provides guidance and feedback to management.

- Designs and implements comprehensive marketing strategies to create awareness of the company's business activities.
- Produces concepts for promotional events or activities and organizes efficiently.
- Conducts general market research to stay current on trends / competitor's creative and marketing movements.
- Serves as the organization's agent towards the media, stakeholders, and potential clients.
- Fosters and builds strategic partnerships.

**Miller/Posner****New York, NY****03/2013 – 04/2014****Advertising - Art Director**

Oversaw multimedia campaigns for real estate, medical, hospitality, law, and regional automotive clients. Created compelling visual concepts through research, leading teams to develop web, print, and social media designs. Consolidated corporate messaging and branding by establishing and developing art and copy for direct mail advertising. Implemented marketing initiatives, positioning, and targeted specific audiences.

- Collaborated on web / mobile applications and directed shoots, castings, and recording sessions.
- Designed layouts for print ads, television, direct mail, collateral, and merchandising pieces.
- Produced sketches, storyboards, and art layouts based on creative visions and ideas.

**Rock Media****Brooklyn, NY****10/2011 – 01/2013****Creative Director**

Expanded into new markets and industries by reorganizing, hiring staff, creative / operational support personnel for this relaunched agency and creative department. Generated account growth, managing diverse clients in telecommunications, food & beverage, hospitality, and retail industries. Developed creative standards and interacted with team to ensure work complied with standards. Hired and supervising staff.

- Directed the design process, initial research, and final production details.
- Provided leadership to deliver exceptionally creative and technical projects.
- Collaborated with in-house team to create campaigns.
- Scheduled and directed projects pre / postproduction, working with producers and project managers.

**360I.COM****New York, NY****05/2009 – 08/2011****Digital Art Director**

Creative on Procter & Gamble, American Airlines and Kraft Food.

**FREELANCE EXPERIENCE**

Catalyzed success for Citibank, AMEX, IBM, Bushmills Irish Whiskey, Bolla Wines, BET Network, Heart Share Charities of New York, National Leukemia Society, Showtime, Amazon, HBO, Disney, World Wide Pants David Letterman, Grey Advertising, Saatchi, Y&R and others. Directed creative work/supported sales by developing print, radio, TV, video, and web concepts.

Created TV spot for CleanButt Bidet Spa that was featured on VH1 Best Week Ever and Tonight Show and gave company viral YouTube presence. Enabled company to sell out units two weeks after TV spot aired.

The Three Stooges – Next Generation (*Norman Maurer Productions & Columbia Pictures*): Directed and casted live stage production starring grandsons of original Moe, Larry, and Curly for MGM Casino, Las Vegas. Managed character design, licensing, and TV and radio spots for various US/UK products and services.

Shield It All: Led launch team for natural specialized toy cleaning product. Developed name, positioning, logo, ad campaign, and website. Boosted national awareness and developed 50+ new broker agreements. Successfully pitched product to Build-A-Bear, Toys R Us, Wal-Mart, and HEBStores.

Breezy Point Surf Club: Acquired 200 new members at \$4,000 each in 2013 for new owners of 70-year-old institution by updating look and style and pitching to larger audience via print, radio, and web campaigns.

**EDUCATION**

School of Visual Arts  
NYU

**Bachelor of Fine Arts**  
**Masters Program Business**