

# Your Next Creative Person

# PAUL LEPELLETIER

## Notable Clients:

- Disney, Playboy, Warnaco, Citibank NBC, Refinery Hotel of New York, Hathaway Shirts, Scassi, Speedo, BET Fashions, Procter & Gamble, Kraft Foods and Jaguar.
- Clean-Butt Bidet Spa: Television spot featured on VH1 Best Week Ever and The Tonight Show, giving it viral presence on YouTube. Product placement on ABC Network "Extreme Home Makeover." Featured as "commercial of the month" by Wired Magazine. Sold out units two weeks after TV Spot aired.
- Three Stooges: Next Generation: Norman Maurer Productions/Columbia Pictures Live production for MGM Casino, Las Vegas. Character Design, Licensing, TV spots, and radio for various products and services in the U.S. and England starring the grandsons of the original Moe, Larry and Curly.
- Shield It All natural specialized toy-cleaning product. Led launch team. Developed name, positioning, logo, ad campaign, website, trade show display for product's presence at Toy Fair in 2010, resulting in national awareness and development of over 50 new broker agreements. Successfully pitched to Build-A-Bear, Wal-Mart & HEB Stores.
- SHOPIO Entertainment Network Developed and executed prototype concept for this start-up internet-based entertainment network with an innovative click-to-purchase concept where known personalities hosted a live interactive format with audience interaction.
- Breezy Point Surf Club Created print, radio, and web campaign for new owners of this 70-year-old institution. Updated look and style to pitch to a broader audience. The result was 200 new members at \$4000 each for the 2013 summer season.



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- **Design and creative conception of digital multimedia**, web (sites, e-marketing, apps, mobile, banners interactive marketing and social), print including P.O.P, outdoor, radio, TV, YouTube.
- **Expert and Qualified to teach** – Quark XPress, Indesign, Photoshop, Illustrator, Flash, After Effects, Adobe CS graphic programs.
- **Demonstrated success in pitching campaigns** and winning new business at major and small agencies. Pitched to over 150 clients to date, winning contracts from \$500K up to \$200M.
- **Other Key Strengths:** Communication, customized solutions, ability to plan and adapt as needed, relationship management, leverage diversified project background, project management and blended media solutions.
- **Experience supervising staff** of over 100 and negotiating budgets and hiring vendors. Extensive professional network. Heavy Pre, Post Production and Casting Background.
- **Successfully developed**, tested, and launched product concepts for over 100 clients of major products.
- **Awards:** Clios (4); Art Directors' Club (3); Addy (2); Creation NY; National Broadcasters; L.A.A.; Clio judge (2 years). Profiled in: Ad Week; Art Director; Wired; Backstage Shoot; New York Daily News.
- **Peabody Award**, to date youngest winner at age 16.

## Experience

- **Miller/Posner Advertising, New York, Art Director 2013 - present**  
Campaigns for this 60-year-old agency list of clients: Full media campaigns including Web/Print Design, Face book Design. Clients included: telecommunications, real estate, medical, hotels, law firms and regional auto
- **Rock Media, New York, Creative Director 2011-2013**  
Redesigned the Creative Department and agency to move the agency successfully from a Jewish Orthodox clientele to mainstream clients. Rebuilt and hired a staff of creatives, account, and other support personnel. Notable growth within 12 months of assignment. Clients included: telecommunications, bakeries, hotels, and regional retail
- **Creative Force Associates, Sr. Art Director, New Jersey, 1999 – 2011**  
Founded this small agency to provide affordable yet powerful advertising (low budget/high concept) for small companies and startups. Led all creative work and supported sales in this agency, including print, radio, TV, video and web. Clients include: Citibank, AMEX, IBM Business Schools, Casual Fridays Men's Shoes, Mackintosh Outerwear, Carl Banks G3 Sportswear, New York Fur Association, BET Network Urban Fashions, FROYD Toys, Breezy Point Surf Club, Heartshare Charities of New York, National Leukemia Society, Northville Gasoline, Touchstone Entertainment, Fit And Trim Diet Supplement, Lever Brothers, Disney, Good Times Videos, Anso Crush Resistor Carpeting, Ciboney Carpeting.

## Additional Experience

- **Freelancing & Contract:** Grey Advertising, Saatchi Inc., NBC, Y&R, D'MB&B. MTV, Worldwide Pants (David Letterman), DC Comics
- **Teaching:** Macintosh Learning Center, Instructor, Curriculum Designer, and Portfolio Director, 1995-2003.
- **Creator:** NYC Superhero Tour for Celebrity Planet, London (featured in over 300 news items worldwide as well as Good Morning America, Good Morning Britain, Brazil News and MTV). [www.thecelebrityplanet.com](http://www.thecelebrityplanet.com)