



Hello. I'm your next award winning creative person-

PAUL LEPELLETIER

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<http://getpaulnow.com/index.html> or <https://twitter.com/paulcreative4u>

- Developing and communicate. Directing and delegating to project creative team and outside vendors and/or specialists.
- Directly contributing to project design and development.
- Creating comps, storyboards, initial graphic concepts and final deliverables when required. Yes I can draw.
- Collaborative, Trusted, Insightful, Innovative, Ingenious, Memorable.
- Experience leading a team of designers, and writers to creative excellence
- Experience with strategic brainstorming, campaign development, and creative execution.
- Ability to work on multiple projects simultaneously.
- Expert mastery of all the latest design tools, platforms, and versions of applicable software programs -- PC/Mac OS, Adobe CCS, Flash and Quark.
- Mastery of visual content creation, including planning and executing shoots for video and still photography.
- Design and creative conception of digital multimedia, web (sites, emarketing, apps, mobile, banners interactive marketing and social), print including P.O.P, outdoor, radio, TV, YouTube.
- 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.
- Awards: Clios; Art Directors' Club); Addy Creation NY; National Broadcasters; L.A.A.; Clio judge Profiled in: Ad Week; Art Director; Wired; Backstage Shoot; New York Daily News. Peabody Award, to date youngest winner at age 16.



Recent Notable Clients:

Disney, Playboy, Warnaco, Citibank, NBC (CNBC & SNL), Refinery Hotel of New York, Hathaway, Scassi, Speedo, Procter & Gamble, Bolla Wines, Bushmills, Kraft Foods and Jaguar.

Here are some with a great story behind them:

Clean-Butt Bidet Spa: Television spot featured on VH1 Best WeekEver 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 toycleaning product. Led launch team. Developed name, positioning, logo, adcampaign, 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 product to chains like Build-A-Bear, Wal-Mart & HEB Stores.

SHOVIO Entertainment Network Developed and executed marketing and sales 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 over \$4000 each for the 2011 summer season.

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, Facebook 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 Urban Fashions, FROYD Toys, Breezy Point Surf Club,

Heartshare Charities of New York, National Leukemia Society, Northville Gasoline, Touchstone Entertainment, Fit & Trim Diet Supplement, Lever Brothers, Disney, Good Times Videos, Anso CrushResistor Carpeting, Ciboney Carpeting.

Additional Experience

- Freelancing & Contract: Grey Advertising, Saatchi Inc., NBC, Y&R, D'MB&B, MTV, CBS, Worldwide Pants (David Letterman), DC and Marvel 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
- Education: School of Visual Arts, New York, NY, BFA, Media and Film. New York University, Master's Program.