

Paul R. Sanders marketing+design+web

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experience +

Art Director

Seventh Point Advertising, Marketing + Public Relations [2010 - 2011]

As Art Director, I translated clients needs into engaging marketing materials across print and web. I was constantly engaged with a team of creatives to strategize, brainstorm and execute projects in a timely while meticulous manner. My full project life cycle involvement ranged from conceptual proposals, to directing photo shoots, and through to design and production.

Notable clients include TROY University, Hampton Roads Economic Development Alliance, VDOT, TowneBank and Lifenet Health.

Marketing and Creative Director

Resort Corporate Offices [2007 - 2010]

As the Marketing and Creative Director, I spearheaded design, branding and marketing for eight distinct travel companies through online, print, event and search engine mediums. Managing a small team of web-developers, I also increased visibility, web-traffic, usability and customer satisfaction across all company web sites. I planned and designed web-based softwares that increased operational efficiency and management, internally and externally. I was also an integral part of business and product development, starting at inception, for over five new business ventures.

Marketing Specialist

Red Bull North America [2004- 2005]

Red Bull's chief marketing strategy is to target markets that would benefit from their product and turn them into brand evangelists. While employed, I operated on a team of direct/guerrilla marketers who would locate relevant consumers and connect them to the product through 'sampling' experiences.

Freelance Designer

Self Employed [2007- Present]

Occasionally taking on freelance and pro bono work in my free time, I have had opportunities to work with several large local companies and small non-profits in a wide array of industries. My goal is to create relevant, eye-catching designs and tools to add to a clients bottom line.

Notable clients include Drucker and Falk Real Estate, Liberty Warehousing Inc., Chili's Hampton Roads, Norfolk YoungLife and Crossroads Church.

education +

Old Dominion University 2005

BS in Communication & Minor in Marketing

This and more, including portfolio and references are available at www.paulryansanders.com