

Paul R Sanders marketing+design+web
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experience

Senior Art Director

FinishSafe, Inc. - a division of Vivre Medical, Inc. [2011 - Current]

My role as Senior Art Director has spanned all facets of this developing start up business; including creative, marketing, web/UI design, and product development. I manage creative projects from concept to production as well as design and implement successful SEO, SEM, and social marketing campaigns. My contributions to the usability of the company's web properties has increased conversions substantially. Finally, I have been heavily involved in design, packaging, production and photography of both digital and retail products, to be sold in an e-commerce environment.

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 constantly engaged a team of creatives to strategize, brainstorm and execute projects in a timely while meticulous manner. My full project life cycle involvement often began at conceptual proposals, and continued through directing photo shoots, and finally 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 software that increased both operational efficiency internally and customer and lead management externally. I was also an integral part of business and product development for over five new and unique 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.

education

Old Dominion University

BS in Communication & Minor in Marketing [2005]