

# PAULMATHIS

One of those creative types.

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## BIOGRAPHY

Creative marketing professional with extensive design knowledge and project management experience — as well as supervisory and management experience. Dedicated and hard-working creative individual with more than twenty five years of experience, committed to achieving the highest level of success.

## EDUCATION

### University of Wisconsin - Stevens Point

- BFA with an emphasis in Graphic Design, minor in Art History
- Dean's Achievement Award from 1992 to 1996 - Honors/High Honors

## WORKEXPERIENCE

### Wausau Homes

#### Senior Marketing Coordinator

- Coordinated and created all aspects of marketing, including campaigns, print and digital advertising, logo design and branding, booklet and brochure design, billboards, trade shows and displays, and comprehensive schedules
- Created and managed a multitude of email campaigns, including nurture and trigger campaigns, as well as a schedule for distribution
- Executed extensive photo manipulation of home exteriors and landscaping
- Successfully assisted in organizing annual Builder Conference in Madison, WI

### Adrenalign Marketing

#### Creative Kahuna

- Logo design and branding, multimedia marketing campaigns, responsive website design and front-end coding, web graphics, booklet and brochure design, print ads, billboards, illustration, storefront and exterior signage, and business identity
- Substantially increased creative output capabilities, which allowed ownership to focus on other areas of the business

### Central Wisconsin Convention and Visitors Bureau

#### Marketing Coordinator

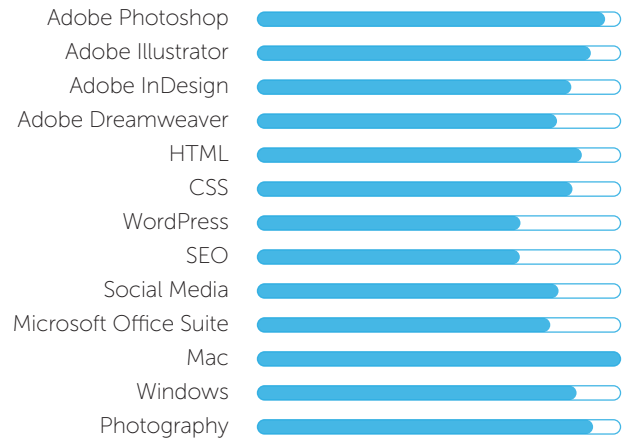
- Co-designed annual visitor magazine with Marketing Director, coordinated pagination, created ads and written content, and shot original photography
- Coordinated all marketing communications including emails, press releases, calendar of events, and scheduled social media output
- Assisted in design of visitwausau.com website; created and maintained online database of attractions, amenities, activities, events, and businesses; and created web graphics and images for website
- Created all marketing materials for 2012 Badger State Summer Games, including award-winning poster

### Eastbay, Inc./Footlocker.com

#### Creative Director

- Directly managed staff of seven design, copywriting, and editorial staff
- Established creative direction for nearly a dozen websites (Foot Locker, Lady Foot Locker, Champs Sports, Foot Action, etc.), improved visual impact with dramatic design and photography, and developed cohesive campaigns across media which aided in a double-digit sales increase
- Oversaw creative direction of several print catalogs (including ESPN Shop)
- Worked directly with colleagues and senior management within our organization and with our corporate offices in New York and Florida, as well as our external partners (Nike, adidas, ESPN, NFL, NBA, etc.)

## PROFESSIONALSKILLS



### Eastbay, Inc./Footlocker.com

#### Graphic Designer/Art Director

- 1996 Graphic design, art direction, and photo shoot direction for national and international catalogs with distributions in the millions
- Tasked with many of the major design projects for the company

#### Art Director – NFL Shop

- 1998 Graphic design, art direction, photo direction, and coordination of the NFL Shop catalog; established work processes to mass-produce 1000 pages of team-specific product each month of the NFL season
- Managed several other artists and produced individual catalogs for all 31 teams throughout the NFL season

#### Lead Internet Graphic Designer

- 2000 Managed several other web designers and coordinated the distribution and scheduling of all web design projects, trained and scheduled designers, and assisted management with other supervisory responsibilities
- Established an internal proofing process both at Eastbay and with our corporate office in New York, as well as a creative process for Eastbay's accounts with Amazon.com, Link Share, NBA, and NFL
- Worked on a daily basis with upper management, as well as direct interaction with many large-scale vendors
- Projects included Amazon.com, adidas, Jordan, NFL, NBA, Nike, Foot Locker, Lady Foot Locker, Kid's Foot Locker, and Champs Sports

#### L&S Printing

##### Creative Manager

- 2005 Graphic design, pre-press, preflighting, and plate creation for all projects; customer service, and quality control with press operators

#### Communication Logistics, Inc.

##### Project Coordinator/Manager of Project Coordinators

- 2004 Managed projects and customer service for a multitude of clients at a mid-size marketing firm, coordinated marketing and design needs, as well as external vendors for printing and related marketing services
- 2005 Coordinated with management, photography, design, pre-press, marketing, and programming to facilitate client projects, ranging from small direct mail pieces, to large direct-to-consumer and business-to-business catalogs, to full e-commerce web sites
- Assisted with photo manipulation and design layout when needed
- Successfully managed one of the largest projects, with 500+ pages of catalog production and 850 shots of photography in a four month window
- 2007 Supervision of three direct reports, all hiring and disciplinary action for the department, process development and implementation