

# PAULTATORE

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## INFO

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203.253.4792

## SUMMARY

Accomplished creative professional with over 20 years experience in the ideation, management, and implementation of highly effective and emotionally engaging consumer based marketing campaigns. I lead and manage projects that cover the full spectrum of consumer engagement from awareness to loyalty.

Determined to continuously push my own standards and capabilities, I am dedicated to establishing and maintaining long-lasting relationships with the clients and brands that I have worked with. A problem solver to the end, I like to push ideas to their limit to produce the best creative solutions while delivering on all levels from concept to production to a wide variety of client business.

I do all this with passion, professionalism, diplomacy and a great sense of humor.

## EXPERIENCE

Creative Leader 2016 to present  
PerkinElmer Shelton, CT

Sr. AD/ACD 2007 to 2016  
Contracted Experience  
Purdue Pharma, Regan Cambell Ward-McCann  
Healthcare, NUK-Gerber, Daymon

Creative Director 2006 to 2007  
Integrated Marketing Norwalk, CT

Associate Creative Director 2003 to 2006  
Lane Advertising/Pharmaceutical Westport, CT

Senior Art Director 1999 to 2002  
Alcone Marketing Darien, CT

Senior Art Director 1997 to 1999  
Clarion Marketing Greenwich, CT

Designer I Art Director, 1992-1997  
International Masters Publishers Stamford, CT

## EDUCATION:

Pratt-Phoenix School of Design (Manhattan campus)  
Parsons, The New School for Design  
The Art Students League of New York

## CLIENTS

Pfizer • Unilever • Guinness • Coca-Cola • Dannon • Evian • Smirnoff  
Caress • Bass • Deer Park Water • Jose Cuevo • Mentadent • Ponds  
Pepsi • Vaseline • Q-Tips • Coldwell Banker • Wish Bone • Target • Publix  
K-Mart • Wal-Mart • CVS • Walgreens • Kroger • Purdue Pharma

## CORE SKILLS

- Sizable knowledge of 360 brand activation, Integrated Marketing, Shopper Marketing/Retail, Promotional & Experiential marketing, Print/Digital, DM and Collateral
- Know how to take a great idea through the complete advertising process
- Concept development through brainstorming, creative execution and generating “the idea”
- A strategic and innovative thinker that inspires others
- Solutions focused to achieve client objectives and addressing day-to-day challenges of the job
- Experience with leading a team, being a mentor to the junior staff while developing talent—I lead by example, mentor with conviction, support, inspire, motivate & challenge my team. Empowering individuals to be the best they can be—to create an environment where striving for excellence is encouraged
- Client facing skills to establish rapport with client and be able to present ideas in an organized, professional, and effective manner
- Commended for ability to meet aggressive deadlines on multiple projects. Valued for persuasive nature, collaborative spirit, methodical approach to my work and a flair for producing emotionally driven creative
- Supervised photoshoots (selecting photographers, models and locations), vendors, printing approvals and pre/post production
- Expert in Photoshop (image manipulation, illustration and digital mockups), Illustrator and InDesign
- Prepare PSD mockups for the developer’s to create HTML and CSS solutions, with the ability to design to their different strengths and weaknesses
- Understanding of HTML, CSS, UI, Desktop/Mobile design standards and the latest usability best practices along with responsive design principles and motion design technologies and their limitations
- Problem solver through management, who can take accountability and ownership of assigned projects while understanding process, as well as strict timelines and budgets
- Day to day management and execution of agency and client creative needs. New business development with emphasis on bringing the ideas to life visually. Be able to see the broader picture and to co-ordinate effectively
- Fostering creative thinkers, developing creative strategies and selling a dream that makes consumers engaged