

PAULTATORE

INFO

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paultatore.com

SUMMARY

Skilled creative professional experienced 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 PerkinElmer	1/2016 to 12/2017 Shelton, CT
Senior AD/ACD Purdue Pharma, NUK–Gerber, Daymon Regan Cambell Ward–McCann Healthcare	2007 to 2015
Creative Director Integrated Marketing	2006 to 2007 Norwalk, CT
Associate Creative Director Lane Advertising/Pharmaceutical	2003 to 2006 Westport, CT
Senior Art Director Alcone Marketing	1999 to 2002 Darien, CT
Senior Art Director Clarion Marketing	1997 to 1999 Greenwich, CT
Designer Art Director International Masters Publishers	1992 to 1997 Stamford, CT

EDUCATION:

Pratt, New York, NY
Parsons, The New School for Design, New York, NY
The Art Students League, New York, NY

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
- Expert in Adobe Creative Suite: InDesign, Illustrator and Photoshop (image manipulation, illustration and digital mockups)
- Concept development through brainstorming, creative execution and generating “the idea”
- 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
- Understanding of Desktop/Mobile design standards, usability best practices, with the ability to design to their different strengths and weaknesses
- Ability to design and code HTML emails
- Produced static and animated advertising/marketing banners
- 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 coordinate effectively
- Fostering creative thinkers, developing creative strategies and selling a dream that makes consumers engaged