

**PAULA SLACK**

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### **SUMMARY OF QUALIFICATIONS**

Advertising, marketing and design professional recognized for keen business insight and exceptional client communication; expertise creating and translating creative briefs into action to maximize results from print and digital campaigns. Engaging team leader and contributor, track record of exceeding goals within a diverse client base.

- Experienced in client development, presentations and relationship maintenance in digital and print
- Direct creative management of developers, copywriters, art directors and production staff in executing digital, print, direct mail, collateral, signage and package design projects from initial concept to finished product
- Industry experience includes travel and hospitality, life sciences, healthcare, consumer package goods, financial services, retail, hi-tech and business-to-business
- Highly skilled in computers utilizing MS Office, Power Point, Adobe Creative Suite; basic knowledge of WordPress, CSS, Fireworks and Dreamweaver; experienced in prepress, print, digital, and video production and photo shoot art direction

### **PROFESSIONAL EXPERIENCE**

#### **CREATIVE MANAGER/SENIOR DESIGNER** — Keratin Complex, Boca Raton, FL **2015—PRESENT**

- Manages multiple projects concurrently from concept to completion, ensuring deliverables are achieved on time while maintaining the highest quality of designs
- Creates brand identity, digital, social media, print, packaging, marketing collateral, in-store visual merchandising and P.O.P.s with the entire creative department and V.P. of Marketing in a fast-paced environment under strict deadlines
- Develops and upholds brand style guide
- Organizes and maintains creative assets and file archives

#### **ACCOUNT MANAGER/CREATIVE DIRECTOR** — P. Slack Creative, Marblehead, MA **2003—2015**

- Repeated success cultivating and managing advertising and design projects for clients in New England and New York from concept presentation to completion
- Recruited and managed all project team members including artists, copywriters and developers
- Negotiated and managed all vendor and supplier relationships
- Client base included Neighborhood Health Plan, Mc|K Healthcare, College Planning Services, The Guild Group, Ryan Partnership, Designcom, Inc., Colangelo Strategic Marketing, The Gardiner Library, Manasian Inc., Ben and Jerry 's Ice Cream, Abalone Red Marketing, New Old House Magazine, Luggage Forward, Mothers of Invention, Genesis Advisers, Optic Sugar, Furtado Design, Egg Design, The 445 Group, Planet Cookie, Company Choir, The Scotts Miracle-Gro Company and Enjoy Life Foods

#### **PROJECT MANAGER/DESIGNER** — H.P. Hood, Lynnfield, MA **2014—2015**

- Conducted research, managed project schedules, production, quality control and created design concepts for branding, packaging, P.O.P., exhibits, collateral, digital and sales support materials under tight deadlines
- Led the rebranding development, creative direction, presentation and production of Hood Contract Manufacturing and Hood Wellness identity and marketing materials
- Built and maintained close working relationships with marketing managers on a variety of branded, private label, licensed, and franchise products including milk, cultured foods, citrus, extended-shelf-life dairy, frozen desserts, non-dairy, specialty and high protein drinks

#### **PROJECT MANAGER/CREATIVE DIRECTOR** — Direct Associates, Boston, MA **2012—2013**

- Created and led client presentations and pitch offerings
- Managed the creative development process of digital and print advertising and design within a team environment
- Supervised strategic brainstorming sessions and creative development of advertising and design solutions that communicated brand and achieved client goals quickly and efficiently
- Client base included The Association for Supervision and Curriculum Development and AAA Southern New England

**OTHER RELEVANT EXPERIENCE**

**ACCOUNT MANAGER/ASSOCIATE CREATIVE DIRECTOR** — Mycoff Advertising & Design, Marblehead, MA

**ART DIRECTOR** — Bank of America / Merrill Edge, Boston, MA

**SENIOR ART DIRECTOR** — Sierra Communications / Interpublic Group, Wilton, CT

**OWNER/CREATIVE DIRECTOR** — Slack Sheets Advertising, Philadelphia, PA

**SENIOR ART DIRECTOR** — Saatchi & Saatchi Advertising, Philadelphia, PA

**ART DIRECTOR** — R.H. Macys, New York, NY

**EDUCATION:**

**NEW ENGLAND SCHOOL OF ART & DESIGN, BOSTON, MA**

**MAJOR: ADVERTISING & FASHION ILLUSTRATION**

**SYRACUSE UNIVERSITY, SYRACUSE, NY**

**ADVERTISING & FASHION ILLUSTRATION**