



Gregory S. Paus

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Creative Direction, Design, Strategic Integrated Marketing Specialist

Award-winning creative director with a proven track-record for driving success. Passionate about creating sharp, professional, and unique designs. Skilled in developing high-impact marketing materials and brand identities. Dedicated to finding the most creative and economically viable solution for all marketing challenges presented.

Notable Skills: Promotional and Strategic Conceptualization; Graphic Design; Photography Art Direction; Multimedia Development; Creative Mentoring; Conceptual Direction; Adept Knowledge of Print & Pre-Press Production, HTML/CSS, WordPress, Adobe Creative Suite

Career Highlights: Built and launched a very successful creative department.

Designed and directed a mini-documentary about the collaboration between The Pillsbury Bake-Off and the Meijer grocery store chain; video was shown at the annual Pillsbury shareholder meeting.

Progresso Soup creative was featured in Promo magazine as the correct way to design for shopper marketing.

Won The Sprint Corporation two POPAI awards for best in-store promotional point of sale.

Designed and produced an advertisement for Frito-Lay that was featured in the Rolling Stone 50th anniversary issue.

Participated in the collaboration and design of one of Roche Pharmaceuticals first pioneering websites.

Contributed design expertise to many charitable organizations; including "Hightsight" a non-profit that works with and for Chicago's inner-city children to further their education.

Education: Columbia College Chicago: *BA, Advertising Art Concentration*, GPA 3.5

Purdue University Global: *MBA, Marketing Concentration*, GPA 4.0

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Career History:
2001 – Present

Collaborative Marketing Group | Creative Director

Work in the creative department for CMG that I was tasked to build 24 years ago.
Concept and construct marketing and design strategies with agency account leaders.
Expand the agency creative vision.
Develop both online and traditional integrated marketing campaigns.
Create and implement ongoing creative processes to insure all work is completed successfully.
Direct and mentor creative and production staff.
Manage budgets, external contractors and intellectual property.
Continue to expand the department's knowledge base in the ever-growing worlds of marketing and design.
Concept and craft pitches for new business.

Clients: Molson Coors, Azteca Foods, Del Monte Foods, Kraft Heinz, ConAgra

1998 – 2000 **Marketing Drive Worldwide | Senior Art Director**

Collaborated with various account teams, art directors and copywriters to develop creative for key national accounts.
Established and executed branding strategies.

Clients: Pillsbury Company, Keebler Company, Kimberly-Clark Corporation

1996 – 1998 **Draft Worldwide/Lee Hill | Senior Art Director**

Team leader on the Sprint business.
Strategically planned, designed and managed the development of creative campaigns from concept to production.
Managed multiple projects, daily.

Clients: Sprint Corporation, Mars, Inc., Kellogg Company

1995 – 1996 **Donahoe & Purohit, Inc. | Multimedia Director | Art Director**

Worked as part of a team with other agency art directors and copywriters, to concept and create national advertising, collateral and sales kits.
Directed and managed website creation for various clients.
Led the digital production department.

Clients: F. Hoffmann-La Roche Ltd., Curatek Pharmaceutical Ltd

1993 – 1995 **RTC Industries | Graphic Designer | Computer Illustrator**

Teamed with agency art directors, and industrial designers concepting and creating national in-store point of sale; permanent and temporary displays.

Clients: Sega Corporation, HP, Toys "R" Us, Inc., Philip Morris USA, Viacom Inc.