

# Gregory S. Paus

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## Strategic Integrated Marketing Specialist

Award-winning Account Manager and Creative Director with a proven track record of driving measurable success. Skilled at bridging worlds of design and account management, delivering innovative, marketing solutions. Passionate about creating, professional, and impactful designs while fostering strong, long-term client relationships. Known for developing creative, cost-effective strategies to solve complex marketing challenges.

**NOTABLE SKILLS:** Microsoft Office, Teams, Adobe Creative Suite, Slack, 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, AI, Figma

**CAREER HIGHLIGHTS:** Built and launched an award-winning creative department.

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

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

Collaborated in the building and design of one of Roche Pharmaceuticals first pioneering websites.

Donated design and management expertise to charitable organizations; including "Hindsight" a non-profit which 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 Communications**, GPA 4.0

**CAREER HISTORY:**

2025– Current

**13th District Design  
Graphic Designer, Website Designer, Account Manager**

- Design, program, and maintain responsive websites, ensuring seamless user experience, accessibility, and brand consistency across all digital touchpoints.
- Create compelling digital graphics for social media, email campaigns, online ads, and traditional marketing materials to drive engagement and brand visibility.
- Concept, design, and produce large-format tradeshow displays and promotional assets that effectively communicate key brand messages.
- Develop, edit, and animate videos and motion graphics for marketing, product promotion, and internal communications.
- Manage client projects from initial concept through final delivery, overseeing timelines, creative direction, and cross-team collaboration.
- Design packaging solutions and build complete brand identities, including logos, visual systems, and style guidelines for new and existing businesses.

2001 – 2025

**Collaborative Marketing Group  
Account Manager, Creative Director, IT**

- Served in a dual-role capacity as Account Manager and Creative Director for 10+ years, leading client strategy, creative direction, and high-level execution across all accounts.
- Built and scaled the creative department from 1 to 6 employees, mentoring talent, implementing streamlined workflows, and delivering award-winning, on-brand campaigns.
- Led development of integrated marketing initiatives across digital, social, video, and traditional channels, strengthening brand positioning and driving measurable engagement and ROI.
- Directed strategic planning, account budgeting, and vendor negotiations, consistently meeting revenue targets while safeguarding intellectual property and maximizing profitability.
- Created persuasive pitches that secured new business, expanded long-term client partnerships, and fueled agency growth across diverse industries.
- Maintained and optimized company-wide IT systems for 25 years, ensuring operational efficiency, technology reliability, and uninterrupted creative production.

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 Served:**

A.T. Cross Pen Company, Azteca Foods, ConAgra, Curatek, Del Monte Foods, Eagle Foods, General Mills, Hillshire Farm, The J.M. Smucker Company, Kellogg's, Kimberly-Clark, Kraft Heinz, Mars Inc., Molson Coors, Pillsbury, Roche Pharmaceuticals, Sakura, Sara Lee, Smithfield Foods, WeightWatchers, and many more.