

GREGORY S. PAUS

ART DIRECTOR | GRAPHIC DESIGNER | VISUAL STORYTELLING

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PROFESSIONAL SUMMARY

Hands-on Art Director and Graphic Designer with 20+ years of experience developing brand-defining creative across digital, social, print, packaging, retail, e-commerce, and experiential channels. Strong background translating marketing objectives into clear, compelling visual concepts and scalable brand systems. Experienced directing photography and video production, developing visual approaches and shot lists, collaborating with photographers and production partners, and managing creative from concept through final production. Known for strong typography, composition, image selection, attention to detail, and the ability to balance creative ambition with brand consistency, speed, and business objectives. Experienced partnering with cross-functional teams, agencies, vendors, and senior stakeholders in complex multi-brand environments.

CORE EXPERTISE

Art Direction & Visual Storytelling

Creative Concept Development • Visual Direction • Brand Storytelling • Campaign Development • Photography Direction • Photo & Video Production • Image Selection • Art Direction

Brand & Design Systems

Visual Identity Systems • Brand Guidelines • Brand Books & Style Guides • Templates • Design Toolkits • Scalable Creative Systems • Typography • Layout • Composition • Color • Image-Making

Multi-Channel Design

Digital • Social • Print • Packaging • Email • Publications • Presentations • Retail POP/POS • E-Commerce • Paid Media • Promotional Materials

Production & Collaboration

Photoshoot Planning • Shot Lists • Talent Direction • Photographer/Vendor Management • Retouching & Selects • Production Files • Quality Control • Cross-Functional Collaboration • Agency/Freelancer Partnerships

Technology & Workflow

Adobe Creative Cloud — Photoshop, Illustrator, InDesign, After Effects, Premiere • Figma • WordPress • HTML/CSS • Digital Asset Management (DAM) • AI Creative Tools

PROFESSIONAL EXPERIENCE

NACM Connect — Creative Marketing Manager – 2026–Present

Lead end-to-end creative concepting, visual development, and execution across digital, social, print, and traditional marketing channels for internal financial sectors and external clients.

Develop campaign concepts and visual communications that strengthen brand consistency and support organizational growth objectives.

Design and produce marketing assets while maintaining a consistent visual standard across multiple channels and audiences.

Partner cross-functionally with marketing stakeholders to translate objectives and briefs into clear, effective creative solutions.

Improve creative workflows, project organization, timelines, and production processes to increase efficiency and consistency.

Introduce AI-enabled tools and emerging technologies to accelerate creative exploration, production, and content development.

Help establish clearer standards and expectations for creative execution, quality control, and project delivery.

COLLABORATIVE MARKETING GROUP — Creative Director / Design Lead - 2001–2025

Led visual identity, concept development, art direction, and hands-on creative execution for national CPG, retail, healthcare/pharmaceutical, food, beverage, and pet-care brands.

Developed integrated creative across print, digital, social, packaging, e-commerce, retail, presentations, promotional materials, and experiential applications.

Created scalable visual systems, brand guidelines, templates, and creative toolkits that enabled consistent execution across multiple campaigns, channels, and stakeholders.

Directed photography and video production from visual concept through final delivery, including creative direction, production coordination, shot planning, asset selection, and post-production oversight.

Partnered with photographers, videographers, production vendors, agencies, and internal stakeholders to deliver high-quality creative on schedule and within established requirements.

Led creative development for major pet and CPG brands including Heinz, Del Monte, Sara Lee, Big Heart Pet and Real Mesa.

Developed annual tentpole campaigns, seasonal activations, promotions, and brand initiatives across digital, print, packaging, retail POP/POS, and e-commerce.

Created channel-specific e-commerce assets including Amazon PDP and A+ content, Chewy storefronts, paid social, Amazon DSP/SBV, and digital promotional assets.

Planned and coordinated external photography and video shoots, managing production logistics and art direction while building proprietary visual asset libraries.

Oversaw Digital Asset Management organization, taxonomy, and asset deployment to improve accessibility and consistency for internal teams and external partners.

Built and mentored a creative department from 1 to 6 designers while remaining directly involved in conceiving, design, art direction, production, and quality control.

Presented creative concepts and recommendations to clients and stakeholders, clearly articulating visual rationale, brand standards, and strategic objectives.

Managed multiple concurrent projects with competing deadlines, balancing creative quality, stakeholder expectations, production requirements, and speed to market.

Introduced more efficient workflows and production processes to support high-volume creative output and improve turnaround times.

MARKETING DRIVE WORLDWIDE — Senior Art Director - 1998–2000

Conceptualized and designed integrated branding, packaging, promotional, and retail campaigns for national CPG and retail accounts.

Developed creative concepts and finished design across multiple channels while working within established brand standards and production requirements.

Collaborated with account teams, clients, production partners, and other creative disciplines to bring campaigns from concept through execution.

SELECTED CLIENT EXPERIENCE

Experian • Dun & Bradstreet • UTA • Sprint • General Mills • Pillsbury • Kraft Heinz • Kellogg's • ConAgra • Del Monte Foods • Sara Lee • Smithfield Foods • Mars • Molson Coors • Kimberly-Clark • Roche Pharmaceuticals

SELECTED CREATIVE HIGHLIGHTS

Pillsbury / Meijer Mini-Documentary: Led creative development for a branded mini-documentary presented at the annual Pillsbury shareholder meeting.

Progresso Soup: Developed shopper marketing work recognized as a featured example in Promo Magazine.

Sprint: Creative work received two POPAI awards for in-store point-of-purchase marketing.

Frito-Lay: Developed advertising featured in Rolling Stone's 50th Anniversary Issue.

Pet & CPG Campaigns: Directed integrated creative across packaging, retail, digital, e-commerce, paid media, social, and promotional channels.

Creative Operations: Built scalable workflows, asset-management practices, and production systems supporting high-volume, multi-channel creative delivery.

EDUCATION

MBA, Marketing Communications — Purdue University Global
GPA: 4.0

BA, Advertising Art — Columbia College Chicago