

PAUL EDWARD FLEMING



ABOUT

An accomplished award-winning Creative Director (Art Director and Graphic Designer) with extensive experience in the advertising, marketing, PR and design industries. Working cross-platform from Digital, Print, Corporate ID and eCommerce projects to Public Relationship Campaigns to Shopper Marketing, OOH and On-Premise consumer displays and interactions.

A quick study on customer insights that deliver memorable experiences to inspire and connect with the consumer no matter which touch-point they arrive at. A creative thinker that is immersed in current market trends as well as adept in the latest software.

Driven to exceed client marketing strategies and goals. Well organized and delivery oriented coupled with a keen eye for detail and a mindfulness for project timelines.

CONTACT

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paul@pauledwardfleming.com

www.pauledwardfleming.com

behance.net/pauledwardfleming



Paul is the rare leader that can bring people together while still maintaining a passion for the work. His style is highly collaborative; he's more than happy to roll up his sleeves and get to the heart of a concept...

Greg Reese

EXPERIENCE

Independent. 2014 +

Creative/Art Director/Graphic Designer.
Producing dynamic stand-alone or integrated cross-media campaigns with a variety of top tier Advertising, Digital Design, Mobile, PR, eCommerce and Retailing Marketing firms.

Treefrog. 15 – 17

Creative Director
Creative leadership of the design department, amplifying both the quality and effectiveness of the work. Client satisfaction was a key result as well as customer engagement.

Momentum. 13 – 14

Managing Creative Director.
Producing game-changing Digital Marketing, Strategic Advertising and eCommerce for top tier clients including Chrysler, Mercedes and American Express.

Publicis. 10 – 12

Associate Creative Director.
Lead a diverse team of designers and writers to produce smart, engaging work for a host of national and international clients social media & online advertising campaigns. Including PayPal, AirMiles, Labatts, Keiths, CIBC & Home Depot.

Organic. 08 – 10

Creative Director.
Created compelling award-winning online Advertising and Digital Marketing as team leader for Chrysler US. Also produced Art Direction, Digital and eCommerce solutions for Nike & Bank of America.

Draft FCB. 06 – 08

Associate Creative Director.
Delivery of web centric brand communications for Motorola's global online presence as well as TD, SC Johnson.

Grey Worldwide. 05 – 06

Senior Art Director.
Creative leadership and development of global web initiatives for clients including BlackBerry, Pedigree, E*Trade & Dairy Queen.

Frank Ideas & Execution. 04 – 05

Partner/Creative Director/Art Director.
Development of intelligent, brand savvy on and off-line marketing projects.

Red Communications. 02 – 04

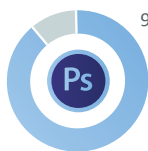
Partner/Creative Director/Art Director.
Development of intelligent, brand savvy digital and print marketing projects.

EDUCATION

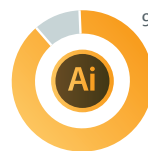
George Brown College, Toronto. *Advertising and Graphic Design.*
Three Year Advertising and Graphic Design Diploma. Graduated with honours.

Cardonald College, Glasgow. *One Year Commercial Art.*
One Year Commercial Art & Marketing Diploma. Educated in the fundamentals of mass advertising, marketing strategy, print design, layout and implementation.

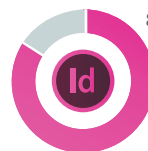
SOFTWARE (MAC OS)



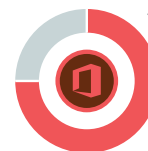
Photoshop



Illustrator



InDesign



Office

- Apple Keynote
- Adobe Acrobat
- Adobe UX CC
- InVision Studio
- Dreamweaver

SKILLS

Graphic Design ★★★★★

Art Direction ★★★★★

Interface Design ★★★★★

Typography ★★★★★

Usability ★★★★★

HTML/CSS ★★★★★

Leadership ★★★★★

Concepting & Ideation ★★★★★

Social Media Strategies ★★★★★

Client Relationship Mgmt ★★★★★

Strategic Problem Solving ★★★★★

Brand Communications ★★★★★

