

# PAUL EDWARD FLEMING



## ABOUT

An accomplished award-winning Creative Director (Art) & Senior Graphic Designer with extensive experience within the Advertising, Marketing, PR & Design industries. Working cross-platform from Digital, Print, eCommerce & Corporate ID projects to eCommerce & PR Campaigns, Shopper Marketing, OOH & On-Premise consumer displays & 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 details and mindfulness for project timelines.

## CONTACT

1 (416) 831-0733

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, eCommerce PR, 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. I 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

*Creative Director/Art Director.*

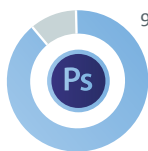
Partner. Lead graphic designer and art director.

## EDUCATION

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

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

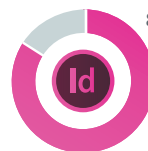
## SOFTWARE (MAC OS)



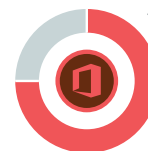
Photoshop



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 ★★★★★

