



Josh Paufler

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Art Director

I create high-impact marketing materials that support the company's strategic vision and goals.
I'm driven to succeed and lead my team in both professional and personal growth.
I enjoy problem solving and use conceptual, out-of-the-box thinking to create real world solutions.

Education

Canisius College: 2005 Bachelors Degree: Digital Media Minors: Fine Arts and Communications

Experience

2001-2004: Kauffman's/Macy's/Bonton: Visual Merchandising

- Created product displays
- Managed 2 team members in display program roll outs

2004-2005: Wilcro Signs: Graphic Designer/Production Supervisor

- Designed for signs and engraving
- Managed a crew of 5 employees with daily production and installation schedules

2005-2006: Sign-A-Rama: Graphic Designer/Production Supervisor

- Designed for signs and vehicle graphics
- Managed a crew of 3 employees with daily production and installation schedules

2006-present: Roberts Gordon/Madison Industries: Art Director

- Design for print, web, multimedia, tradeshow displays, sales rep programs, video production and brand retention for 6 companies
- Manage team of 6 employees across the US and Canada to implement marketing programs and initiatives
- Work with sales team to create high-impact marketing materials
- Work with outside sales reps to grow their business through
- Create training materials which include in-house produced video and A/V materials for presentations
- Maintain websites across all brands including online specialty marketing software
- Develop new internal marketing programs to achieve specific goals
- Maintain a deadline-driven environment
- Maintain network of trusted vendors
- Prepare for varying seasonal business
- Work with customers to create unique marketing programs
- Capture product and application photos for use in digital and print materials

Technical Proficiency

- Adobe Creative Suite
- Microsoft Office
- Mac and PC with connected network
- Video production software and cameras
- Content Management Systems
- Collateral Inventory Systems

Skills

- Interpersonal communication
- Unique management style
- Vendor and customer relations
- Ability to work smoothly in fast-paced, deadline-driven environment
- Ability to adapt to changing priorities
- Budget maintenance
- Team player
- Years of management experience with a solid background in graphic design giving me the knowledge of what my employees do
- Detail oriented
- Out-of-the-box thinker

Digital portfolio available at www.joshpaufler.com

References available upon request