

PAULA SLACK
MARBLEHEAD, MA 01945 / WWW.PAULASLACK.COM / 203.571.8330

Highly-talented Creative Director with advertising, design and interactive experience within a diverse client base. Industry experience includes life sciences, healthcare, consumer package goods, financial services, retail, hi-tech and business-to-business. Responsible for interpreting clients needs with strategic, and perfectly executed creative. Fifteen years of management experience directing creative staff from initial concepts to finished product. Experienced in client development, presentations and relationship maintenance.

CREATIVE:

Extensive experience meeting specific client needs in interactive, print, direct mail, web design, photo and video art direction, collateral, corporate identity, branding, package design, p.o.p. and signage.

MANAGEMENT:

Experience recruiting and managing an energetic, inquisitive creative team including artists, developers and other professionals. Background includes a full knowledge of business profit-and-loss models.

TECHNICAL SKILLS:

Highly skilled in computers utilizing InDesign, QuarkXpress, Adobe Photoshop and Illustrator. Basic knowledge of CSS, Flash, Fireworks, Dreamweaver and Power Point. Experienced in prepress and print production, web production, video production and photo shoot art direction.

2003 - PRESENT / PAULA SLACK CREATIVE, MARBLEHEAD, MA: OWNER/CREATIVE DIRECTOR

Creating print ads, direct mail, web design, collateral, signage and package design for clients in New England and New York. Client base includes Bank of America, Merrill Lynch, College Planning Services, U.S. Trust, The Guild Group, Ryan Partnership, Designcom, Inc., Colangelo Strategic Marketing, The Gardiner Library, Manasian Inc., Ben and Jerry's Ice Cream, Mycoff Advertising & Design, Abalone Red Marketing, New Old House Magazine, Luggage Forward, Mothers of Invention, Genesis Advisers and Optic Sugar.

2005 - 2009 / MYCOFF ADVERTISING AND DESIGN, MARBLEHEAD, MA: ASSOCIATE CREATIVE DIRECTOR

Working closely with owners, account executives, copywriters and art directors in executing print ads, direct mail, web design, collateral, signage and package design for a New England client base. Highly skilled in client development, sales presentations, creative direction and account management. Client base includes New England Biolabs, Rose Displays Ltd., Cell Signaling Technology, Groom Energy, Ocean Genome Legacy Foundation, Shubie's Marketplace, Infinity Pharmaceuticals, Seahorse Bioscience, Grace Construction and The Whiz Kids Foundation.

1999 - 2003 / SIERRA COMMUNICATIONS/INTERPUBLIC GROUP, WILTON, CT:

SENIOR ART DIRECTOR / ASSOCIATE CREATIVE DIRECTOR

Worked closely with owners, account executives, copywriters and art directors in executing print ads, direct mail, web design, collateral, signage and package design. Highly skilled in client development, sales presentations, creative direction and account management. Extensive experience in print production, media buying, managing full-time and freelance personnel. Client base includes American Express, Starwood Hotels, SoBe Beverages, Avis, Oppenheimer Funds, Worcester Common Outlets and Provident Bank.

1994 - 1999 / SLACK SHEETS ADVERTISING, PHILADELPHIA, PA: OWNER/CREATIVE DIRECTOR

Owned and operated Center City advertising agency created with partner. Highly skilled in client development, sales presentations, account management, creative direction and production. Created print ads, direct mail and special projects. Extensive experience in print production, media buying and managing freelance personnel. Client base includes healthcare, financial, retail, hi-tech and business to business.

1993 - 1994 (OFFICE CLOSED) / SAATCHI & SAATCHI ADVERTISING, PHILADELPHIA, PA: SENIOR ART DIRECTOR

1992 - 1993 / MCQUEENY DAVIS KOHM & PARTNERS, ORADELL, NJ: SENIOR ART DIRECTOR

1987 - 1991 / R.H. MACY & COMPANY, NEW YORK, NY: ART DIRECTOR

1986 - 1987 / LIPP & FISHER COMMUNICATIONS, NEW YORK, NY: ASSISTANT ART DIRECTOR

1985 - 1987 / IRWIN LEVINE & ASSOCIATES INC., NEW YORK, NY: JR. ART DIRECTOR

EDUCATION:

NEW ENGLAND SCHOOL OF ART & DESIGN, BOSTON, MA

GRADUATED: 1985 MAJOR: ADVERTISING & FASHION ILLUSTRATION

SYRACUSE UNIVERSITY, SYRACUSE, NY

1980 - 82 MAJOR: ADVERTISING & FASHION ILLUSTRATION