

## Paul Voglewede

San Francisco, CA  
415.839.0039 [design@paulvoglewede.com](mailto:design@paulvoglewede.com)

### WORK EXPERIENCE

#### **Web Producer**

[PaulVoglewede.com](http://PaulVoglewede.com) (March 2000 to present)

A widely published design, branding, online marketing and Multimedia Company in San Francisco, CA

#### Responsibilities:

UI Design, Front End Development, Project Management, Online Marketing Strategy development, Advertising, Interface Design Consulting, Marketing Collateral and Organizational Development.

#### Accomplishments:

Clients range from large corporations to growing start-up companies and non-profit organizations. Have extensive experience in the design and development of licensed product and its program extensions, as well as the creation and implementation of integrated brand initiatives and collateral standards development. Work encompasses development of brand strategies, motion graphics, broadcast design, network re-design, image audits, annual reports, publishing, posters, product launches, retail design, corporate identity, logo development, retail promotions, product and packaging design, brochures, advertising, interior design, and various other forms of collateral or three-dimensional design. Continually selecting assignments in which we can collaborate with clients in the creation of dynamic solutions and integrated brand development strategies to increase brand recognition, sales, market share, and visibility.

#### **Strategic Account Manager**

[Izmocars](http://Izmocars.com) (September 2007 to March 2008)

National Website and Online Marketing company for Automotive Dealerships

#### Responsibilities:

Account Management, Organic and Paid Search Engine Optimization, Online Marketing Strategy development, Off-shore team management, sales, and training.

#### Accomplishments:

Grew the account by 25% in one year. Increased the overall traffic to the dealership group websites by 49.7%. Built several tools to increase productivity resulting in a decrease in the workload of overseas staff by 50%. Managed up to 45 accounts within the California region.

#### **Senior Designer/ Director of Design Services**

[MyTypes](http://MyTypes.com) (January 2005 to July 2007)

Blogging platform dedicated to entrepreneurs and SEO optimization of Blog templates. Helped in the elaboration of a simpler way for companies to create and maintain professional blogs.

#### Responsibilities:

Direct design department

#### Accomplishments:

Helped create Xoompad.com, which allows for satellite map IDX listing searches on your own website, powered by Google Maps. Launched advertising campaigns with the purpose to reach customers in unconventional ways. Developed custom design websites with IDX Technology. Proficient in information architecture, multiple side development and data base maintenance.

### **Production**

[Commercial Displayers](#) (November 2005 to January 2007)

Production of displays for companies such as Starbucks, Panera, Pete's Coffee, K2 and Atlas.

#### Responsibilities:

Daily production of menu display systems, exhibit stands, screen printing, banners and portable displays.

#### Accomplishments:

Accelerated the productions of items, shipping and processing products. Designed project for the King County Health Department, to help volunteers get involved in recycling programs.

### **Marketing Coordinator, Administrator**

Club Iggy's Inc.

World renowned entertainment and advertising company

#### Responsibilities:

Worked with public relations firm, define real estate locations, oversee marketing collateral production, promotional displays, merchandising, trade show material, advertising and web content. Interviewed, hired and supervised restaurant staff, activities personnel, DJs, and photographers.

#### Accomplishments:

Increased sales by 85% during high season and 65% during low season. Generated \$744,000.00 in monthly sales. Recognized for regions lowest liquor cost out of 50 bars by emphasizing inventory control and business development practices. Managed multiple projects for international entertainment and tourism company that had \$10 million in annual revenue.

### **Business Specialist**

Agricola la Campana, Mexico

Agricultural industry

#### Responsibilities:

managing and facilitating accounting, inventory, and sales logistics with three farms throughout Mexico. Supervised daily book-keeping, reviewed and approved purchase orders. Represented company during government audit.

#### Accomplishments:

Generated and presented executive management reports to company CEO consisting of cost, equipment, product, inventory, construction, export, payroll and transportation data. Oversaw product quality by managing and supervising packing facility quality control.

### **EDUCATION**

Masters Degree, Art History Universitat de Barcelona, Barcelona Spain

Masters Degree, Photojournalism Universitat de Barcelona, Barcelona, Spain

**ADDITIONAL INFORMATION**

Bilingual in Spanish and English

Received Health and Safety, First Aid, CPR and Emergency Disaster Training through the Red Cross.

***My portfolio can be viewed at the following link.***

[www.paulvoglewede.com](http://www.paulvoglewede.com)

***References***

Available upon request