

Paul Hollett

Graphic Design
618 Portland Avenue
Baldwin, NY 11510
United States

View the full portfolio at <http://www.thecreativefinder.com/dreamloft>

Professional Experience and Curriculum Vitae

Creative Director, Digital Media Strategist, Engagement Manager

20+ years of creative digital media strategy and production experience across Interactive and Online projects. Strategic, creative and digital project management roles with 15+ years in senior positions. Conceived, researched, defined goals, proposed & managed execution on large and successful client media content from Exhibits to Web.

Award-winning creative digital content concept and production development for clients such as 3DMirage, Bozell Worldwide, Cantor/eSpeed, Life Magazine, Lowe Advertising, Meta4, Philip Morris, Poppe Tyson, Prudential, Simon & Schuster, Sony, Time Warner, Touchtunes, Viacom, Wunderman Worldwide, Young & Rubicam, ZStrata LLC.

Successful online agency engagements, eCommerce planning and interactive media production management.

Client successes include Merrill Lynch, Cantor Fitzgerald, Chase Bank, eSpeed, Internal & External Communications (Intel, MCI), iXL, JWT Interactive (Qwest), Kirkland Lake Gold, Meta4 (Citibank), Sony.

Innovative creative exhibit & marketing event presentation designs for clients including Asia Society, Burson Marsteller (Hyperion, IBM), Caribiner (Ford, Kodak), Click3X (Samsung), eSpeed, Friedman/Fairfax Publishing, IDT Communications, Philip Morris, Staging Techniques (Microsoft), Virtually Real Group, World Gold Council.

Expertise to deliver results across digital branding, user-experience design, info architecture, team management, client relationship cultivation, cross-selling and distribution strategy. Specific capabilities include:

- o Needs assessment, review of detailed RFPs and solution specification in tandem with creative & technical teams. Authored project winning proposals, managed budget planning and supervised project execution including creative service coordination, interactive content planning & design, tech integration, progress reporting and final QA testing.

- o Strategic development of innovative digital audience & user experiences with technical implementation expertise to clearly communicate across complex ideas, markets and clients. Project awards include Marcom Awards, Webby, MacWorld "Best of Show".

- o Unique production experience and practice knowledge with intuitive skills to evaluate emerging technology options and manage challenges ... and the ability to develop alternative production strategies as needed.

- o Team leader and motivator of design and production teams skilled in recruiting, hiring, training and inspiring. Built talented digital media teams across creative and technical disciplines including; user interaction research, info architecture, interface design, art direction, animation, video streaming, Web 2.0 user-centric application development, collaboration software implementation and technical integration to client Enterprise.

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)

helpdesk 656.227.2902, fax 656.227.0213

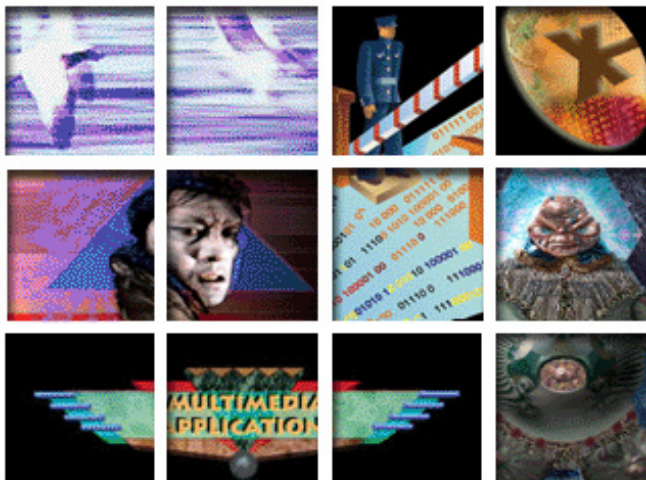
Experience:

2000-Current: Light Fantastic Studios -Executive Producer, Digital Media Consultant
Clients: 3DMirage, Asia Society, Click3X/Samsung, Forge Media, InTV, Kirkland Lake Gold, Planar/Coolsigns, Prudential, StagingTechniques, Touchtunes, Video Corp. of

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