

Paul Stauffer

Altoona, PA

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Professional Summary

- Creative artist and designer with a passion for storytelling through visual media. With experience in freelancing, team collaboration, and leadership.
- Bring ideas to life across multiple platforms—graphic design, publishing, web, 3D modeling, animation, and video production.
- Excel at managing complex projects, adapting to evolving technologies, and delivering high-impact media that educates, inspires, and connects.
- Craft compelling narratives, and coordinate diverse media to deliver consistent, meaningful messages.
- Commitment to craftsmanship and service ensures that every project started is completed with excellence.

Skills

Drawing	Adobe Creative Suite	3D Modeling
MS Office	Video Editing Motion Graphics	HTML
3D Printing	Email Campaigns	Social Media Marketing
Print Media Production	Web Video	Public Speaking

Professional Experience

Marketing Manager

Midstate Tool & Supply, Inc. | Altoona, PA | 2012 – Present

- Design and manage quarterly production of a 120-page tool catalog distributed to 15,000+ customers.
- Develop a cross-platform online catalog interface with target markets versions.
- Creation and management of 10+ web sites designed to enhance communications with our internal team, customers and vendors.
- Oversight of all materials presenting the identity, message and brand of this wholesale organization.
- Create promotional websites, videos and print for trade shows and special events.
- Developed and implemented an online virtual tool-show environment that increased customer engagement from regional to worldwide involvement.
- Led a marketing team to deliver multimedia campaigns using coordinated print, web, and video.
- Presenter and speaker at live trade show events and in online media projects.

Owner / Designer

Paul Stauffer – Idea Mover | Altoona, PA | 2003 – 2012

- Produced branding assets, media and marketing collateral for clients across various industries.
- Implemented responsive design strategies for client websites.
- Collaborated with media outlets to launch integrated campaigns.
- Designed projects for a leading maker of holiday outdoor displays. Fished displays were featured at numerous major entertainment venues including Hershey Park.
- Created all media for online and DVD-based learning / training projects.

Education

Bachelor of Fine Arts Degree in Graphic Design and Drawing
Indiana University of Pennsylvania, Indiana, PA

Attended Art Institute of Pittsburgh, Penn Ave., Pittsburgh, PA