

Paul Stauffer

Altoona, PA

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Resume / Portfolio Web Site: www.ideamover.net

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Professional Summary

- Creative artist and designer with a passion for storytelling through visual media. With many years of experience including freelancing, team collaboration, and group leadership.
- Bring ideas to life across multiple platforms—graphic design, publishing, web, 3D modeling, animation, video production, and A.I. generation.
- Excel at managing complex projects, adapting to evolving technologies, and delivering high-impact media that educates, inspires, and connects.
- It is my professional goal to continue working for 10 more years with an organization that can benefit from my experience, understanding, and leadership.

Skills

Drawing	Adobe Creative Suite	3D Modeling
MS Office	Video Production	HTML
3D Printing	Email Campaigns	Social Media Marketing
Print Media Production	Web Video	Public Speaking
A.I. Generation	Animation	

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

Attended The International School of Theology
San Bernardino, CA

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 (Current Freelancing)

- 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.
- A.I. Generation of images and videos.

Learning Media Designer

The Learning Center at News Printing Company | Claysburg, PA | 3 Years

Graphic Artist & Learning Software Developer

The Center for Advanced Technologies at the Altoona Area School District
Altoona, PA | 3 Years