

Paul Stauffer

Altoona, PA

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Resume / Portfolio Web Site: www.ideamover.net

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Professional Summary

Senior Marketing & Creative Director who can conceive, lead, produce, and manage integrated marketing communications across virtually every major medium. A passionate storyteller using visual media, specializing in branding, marketing communications, advertising, digital and multimedia. Bringing ideas to life across multiple platforms. Managing complex projects, adapting to evolving technologies, and delivering high-impact media that educates, inspires, and connects.

Skills

MARKETING & CREATIVE LEADERSHIP • Creative Direction • Brand Development • Marketing Communications • Campaign Development • Team Leadership • Project Management • Trade Show Marketing	DESIGN & PRODUCTION • Art Direction • Graphic Design • Adobe Creative Cloud • Print Production • Publication Design • Photography • Animation • Video Production • AI-Assisted Creative Production — Image, Video & Concept Development	DIGITAL • Website Development • HTML • Email Marketing • Social Media • Digital Content • Web Video EMERGING TECHNOLOGY • AI Image & Video Generation • 3D Modeling • 3D Printing
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Education

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

Studied Design at Art Institute of Pittsburgh, Penn Ave., Pittsburgh, PA

Professional Experience

Marketing Manager

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

- Design and manage quarterly production of a 64-page tool catalog, featuring key products from our 300-manufacturer selection, distributed to 15,000+ customers.
- Created and managed 10+ websites serving customers, vendors and internal teams, expanding the company's digital marketing infrastructure and expanding the reach of our print catalog with online versions adapted to various target markets.
- Oversight of all materials presenting the identity, message and brand of this wholesale organization.
- For seven years, our team produced all media and materials for a large in-person event. In 2018, I led the creation of a fully virtual online trade show, expanding customer engagement from a regional audience to participation from across the nation and from 4 additional countries. This initiative significantly increased our digital reach and positioned the company to remain resilient and effective during the COVID-19 disruption.
- Led the marketing team to develop integrated product marketing campaigns across print, digital, video and web channels, translating complex technical products into accessible visual communications.
- Presented at live trade shows and online events, communicating product and marketing information to customers, vendors and industry audiences.

Owner / Designer

Paul Stauffer – Idea Mover | Altoona, PA | 2003 – 2012 (Currently 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. Finished 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.

Community Service

Trail Life USA Troop PA-3252, Altoona Alliance Church, Altoona, PA

Volunteer Public Relations Chairperson June 2024 to the Present

- Serving as a local board member for Troop Committee.
- In charge of social media communication at **FACEBOOK.com/TrailLifeAltoona**
- Providing event photography and video content used to promote Troop PA-3252
- Maintaining the website: **TrailLifeAltoona.com**