

# PAUL STACY Marketing Strategy & Communications Expert

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## MARKETING TEAM & TALENT MANAGEMENT - MESSAGING - BRANDING LEAD GENERATION - WEB & SOCIAL COMMUNICATIONS - MARKET IDENTIFICATION

Experienced, executive-level marketing professional specializing in creative and effective business communications for messaging, campaigns, marketing collateral, multimedia, lead generation, and sales.

## MARKETING AND MANAGEMENT EXPERIENCE

**Coventry Creations** 2021 – 2023 — Director of Marketing

Coventry Creations is the leading manufacturer and international supplier of intentional candles. I joined the company in October 2021 and led all strategic and tactical marketing efforts in support of the overall company goals and objectives. I successfully helped guide international expansion and new product development, along with improving branding and messaging for current and emerging markets and audiences.

### Roles & Responsibilities

- Served as a key decision maker for overall company strategy as a part of the executive team
- Created and executed yearly marketing plans in concert with company goals and objectives
- Managed combined marketing and sales campaigns and activities
- Led product development team in producing new products and improving existing offerings
- Policed and ensured compliance with company's One Voice messaging and branding guidelines
- Monitored and interpreted marketing metrics to identify trends and deficiencies, and to measure success against KPIs
- Led and managed marketing team and joint sales team activities
- Participated in business development for new markets, strategic partnerships, and international expansion

### Accomplishments

- Improved company web presence by overseeing the redesign and implementation of two new e-commerce websites (retail and wholesale) with more modern branding aesthetics and better user experiences
- Increased lead generation by nearly 50% through contact capture and targeted geo search campaigns
- Helped to introduce our products to the Australian market via a strategic partnership
- Managed the successful launches of three new product lines from initial product development through release and promotion
- Created and introduced a company-wide One Voice program to improve the consistency of external communications with customers, partners, and press/media.

### **Is It Watchable?** 2019 – 2021 – Producer/Writer/Host

In 2019, I decided to take a professional hiatus and spend some time with my two children while my wife focused on a pivotal point in her career. To keep my professional skills sharp, I combined my writing, presentation, graphic design, and production skills in a limited-run web show called "Is It Watchable?" (<https://www.youtube.com/c/IsItWatchable>)

- Researched and compiled interesting facts about B-movies and their productions
- Wrote scripts incorporating film summaries, notable highlights, genre/film facts, and reviews
- Created motion graphics, animation, and digital effects
- Served as host/on-screen personality and face of the brand
- Edited videos to combine green-screen footage with film clips and graphics
- Promoted completed videos via social media (YouTube, Instagram, Facebook, LinkedIn)

### **Frog Island Creative Services** 2006 – 2019 – Co-Owner/VP Marketing & Sales

Successfully launched and managed a marketing and design company amassing more than 65 satisfied and repeat customers. Named 2012's "Best Ad Agency/Design Firm" in Washtenaw County by Ann Arbor's *Current Magazine*.

- Served as the marketing department for companies with limited internal resources/bandwidth
- Led all internal marketing activities to grow from zero to more than 65 satisfied customers
- Rebranded and reinvented the corporate images of numerous industry-leading organizations
- Performed all sales-related functions, closing more than 75% of potential sales
- Directed business development by securing strategic partnerships and identifying new business opportunities
- Managed contractors and the acquisition of designers, writers, videographers, and other talent

### **Parametric Technologies Company (PTC)** 2005 – 2006 – Art Director / Marketing Manager

Managed a team responsible for all creative marketing efforts related to newly acquired software products. Worked closely with subject matter experts to integrate new offerings into existing materials, campaigns, and messaging.

- Successfully created awareness of new product offerings among existing and potential customers
- Established a unique brand identity for new products while adhering to company style guidelines
- Developed targeted direct mail and email campaigns that introduced new and existing products
- Supervised the remote marketing team and performed employee reviews and evaluations
- Worked closely with engineers and product marketing to develop accurate language and imagery

### **Arbortext, Inc.** 1997 – 2005 – Marketing Manager

Integral member of marketing communications team in various roles from Marketing Associate to Web Manager to Prospect Care Manager to Marketing Content Manager (in charge of all marketing media and campaigns).

- Managed development of marketing materials, sales tools, and creative internal communications
- Led all web-based marketing efforts, including the launches of five complete website redesigns
- Oversaw design and production of materials and signage for user group conferences with over 600 attendees
- Overhauled and simplified the sales/marketing database process
- Participated in numerous corporate messaging and branding/rebranding exercises

## BUSINESS AND MARKETING SKILLS

- Extensive experience in project management and leading teams of creative experts
- Excellent presenter and public speaker
- Outstanding written communication skills
- Talented graphic designer for print, web, and multimedia
- Working knowledge of social media platforms for the purpose of marketing communications
- Proven ability to create, manage, and adhere to departmental budgets
- Creative problem solver at all levels of business, including strategic, departmental, project, and staff
- Ability to quickly adapt to shifting priorities, roles, and project demands
- Skilled researcher and data analyzer
- Detail-oriented proofreader and editor

## INDUSTRY EXPERIENCE

- |                  |                          |                          |
|------------------|--------------------------|--------------------------|
| • Automotive     | • Environmental Services | • Medical/Pharmaceutical |
| • Communications | • Higher Education       | • Retail                 |
| • Construction   | • Legal                  | • Software               |
| • Electronics    | • Logistics              | • Technology             |
| • Entertainment  | • Manufacturing          |                          |

## SOFTWARE PROFICIENCY

- |                              |                    |              |
|------------------------------|--------------------|--------------|
| • Adobe Creative Suite/Cloud | • Final Cut        | • Salesforce |
| • AI applications            | • Hootsuite        | • Trello     |
| • Basecamp                   | • Joomla           | • Vegas      |
| • Google Workspace           | • Marketo          | • WordPress  |
| • FileMaker                  | • Microsoft Office | • Zoho       |

## SOCIAL MEDIA EXPERTISE (FOR MARKETING & SALES COMMUNICATIONS)

Facebook - Instagram - LinkedIn - Snapchat - TikTok - Threads - Twitter (X) - Twitch - YouTube

## MILITARY SERVICE

**United States Air Force** - 1991 – 1995 - Sr. Airman / Air Transportation Specialist - Travis A.F.B, CA

## EDUCATION / PROFESSIONAL TRAINING

**Eastern Michigan University** - Bachelors Business Administration (BBA) in Marketing

**Creating Usable Websites** - Intuitive and effective design for business websites

**Solutions Selling** - Solutions focused business-to-business sales techniques

**Total Quality Management** - TQM techniques, philosophies, and best practices

**USAF Leadership Training** - Leadership skills and effectively asserting authority