

PAUL JON BOSCACCI

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Summary

With a strong background in Creative Management, I have provided world-class brand strategy to a variety of innovative organizations.

I specialize in:

- Establishing and growing the brand for global corporations.
- Leading a team of talented creative professionals that support the business.
- Creating eye-catching and compelling international Marketing campaigns.
- Managing and designing a variety of different web properties.
- Working cross-functionally with other groups on product launches and promotions.
- Executing integrated Marketing campaigns on-budget and on-time.

Education

Bachelor of Arts in Journalism & Mass Communications, University of South Carolina, Columbia, SC, May 1994 / Magna cum laude.

Experience

Creative Director / Marketing, *Lyris Technologies*, Emeryville, CA / April 2008 – October 2011.

- Built the corporate branding and messaging for the email software company.
- Designed and tracked the effectiveness of global Marketing campaigns, webinars and videos.
- Successfully managed and directed an international creative services group consisting of international resources and agencies.
- Drove engagement with both internal and external audiences to embrace the brand and messaging.
- Effectively managed the global websites, blogsite, international partner sites and award-winning newsletter.
- Worked cross-functionally with other groups on product launches and global promotions.
- Led the development of effective Sales tools that helped win deals internationally.

Senior Manager / Creative Services, *Mindjet Corporation*, San Francisco, CA / April 2006 – March 2008.

- Established the branding and corporate messaging for the global mind-mapping software corporation.
- Managed a global team of creative resources including full-time employees, contractors and agencies.
- Planned and executed lead generation programs that included email marketing, direct mail, social media and webinars.
- Drove internal and external communications throughout North America, Europe and Japan.
- Acted as editor-in-chief of Mindjet's global monthly newsletter with over 250,000 subscribers.

Marketing Communications Manager, *Primavera Software*, San Francisco, CA / February 2004 – April 2006.

- Established the overall branding for the product management software company.
- Provided effective and compelling writing, design and management of Marketing campaigns.
- Created materials with messaging to support Primavera solutions, including brochures, whitepapers, website content and customer communications.
- Led the branding and promotional efforts for the successful Primavera Annual Conference from 2004 to 2006.
- Managed internal and external resources in reaching Marketing campaign goals.

Marketing Specialist, *Assante Wealth Management*, San Jose, CA / March 2002 – February 2004.

- Created Marketing campaigns targeting advisors and investors for the financial services organization.
- Provided overall brand management and became a board member for Assante's publications.
- Provided creative direction and wrote content for special website and print projects.
- Acted as editor-in-chief and art director for *The Newsreporter* quarterly investor publication and *Assets* magazine.

Creative Director / Marketing, *CMP Media, San Francisco, CA / April 2000 – January 2002.*

- Led the branding and creative direction for the media company's Software Development products and events.
- Coordinated advertising and promotion with the Marketing team.
- Worked with internal resources to create an identity for the shows through print and web-based design.
- Provided creative solutions for *Software Development* magazine and the SD Event Group's Sales department.
- Managed internal staff, contractors and vendors effectively in the execution of creative projects.

Art Director / Marketing, *Bay View Capital Corporation, San Mateo, CA / June 1998 – April 2000.*

- Guided the branding for the financial corporation and its subsidiaries across the nation.
- Managed the creation of key print and website promotional pieces.
- Directed the production and distribution of all printed pieces inside and outside the corporation.
- Redesigned the company newsletter, *Bay Viewpoints*, and managed its design and content.
- Designed and updated Bay View's website for special customer promotions.

Print / Web Designer, *Aplin, Uno & Chibana Agency, Mountain View, CA / September 1997 – June 1998.*

- Worked with other specialists within the design agency to establish branding for rising companies.
- Responsible for designing websites for technology-based clients.
- Utilized my writing and design skills in solving client communication challenges.
- Led the creation of digital art through expert knowledge of the Adobe Creative Suite.

Campaigns Coordinator / Marketing, *The State newspaper, Columbia, S.C. / June 1995 – August 1997.*

- Created and designed promotional campaigns for the South's largest Knight-Ridder newspaper.
- Responsible for all aspects of Marketing campaigns focused on sponsored events and promotions.
- Assisted the newsroom, Advertising and other departments with Marketing needs.

Creative Team Lead / Advertising, *The State newspaper, Columbia, S.C. / May 1994 – June 1995.*

- Led a team of artists in producing advertisements to meet the daily demands of the Sales team for the Knight-Ridder newspaper.
- Responsible for work assignments, education and maintaining the workflow of the department.
- Represented my department to executives and other groups within the newspaper.

Portfolio and references are always available upon request.