

Paul H. Marran

Creative Problem Solver and Storyteller No Matter the Vertical or Medium

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A Chicago-based dynamic leader, award-winning creative and innovative marketer who knows how to effectively, strategically and profitably integrate ideas across all marketing touch points. In addition, I have extensive experience sourcing, hiring, managing, mentoring and motivating staff and outside vendors to develop innovative, on-strategy, on budget, and on time integrated marketing solutions that deliver exceptional results.

RECENT SUCCESSES:

Creative Marketing Consultant, Chicago, IL. (February 2012 – Present)

Creative Director, copywriter, concept development, strategist

- Created in-store messaging for new product launches at nationwide McDonald's
- Developed strategy, concepts and copy for the Illinois Lottery's annual tradeshow for c-store owners
- Provided experiential concepts and execution ideas for a national vitamin supplement company
- Sourced, vetted, hired and managed a digital team as well as developed concept, creative direction and project management for a new website for a regional logistics powerhouse – www.lightentheloadinc.com
- Created concept and copy for a scholarship fundraising video for the Chicago Park District's Summer day camps <https://tinyurl.com/y89pkdhn>
- Created an online shopper marketing campaign for an outdoor sporting goods company using big data/predictive analytics that increased sales 45% over the same time last year at Walmart
- Developed winning concept for Pivot Point Marketing and its client Chicken of the Sea which resulted in an award-winning campaign the client called "breakthrough" and the results "best-in-class" with a year-over-year tuna unit volume rising 9%
- Wrote and produced a video for a Chicago based agency and its client Gatorade Sports Science Institute targeting elite pro athletes convincing them to attend the Institute. <https://tinyurl.com/y7nckt5j>
- Shopper marketing consultant providing tier 3 concepts and copy for a Midwest based agency and their clients Kraft and Mondelez
- Created strategy and content for CVS/Caremark's Mail Order Prescription Services' outbound emails <https://tinyurl.com/y9btfyoq>
- Developed concepts and copy for a series of national Facebook ads for Park Whiz
- Created sales strategy, marketing plan and materials as well as managed creative team and developers for Digital Lobby – a WiFi Marketing start-up
- Developed digital strategy and SEO friendly content for ecommerce sites <https://sosohappy.com/> and <https://skelanimals.com/>
- Created and developed white paper on how CPG brands can leverage IoT

PAST EXPERIENCE:

Upshot, Chicago, IL (January 2007 – February, 2012)
Digital Department Head/Creative Director

Responsibilities:

- Created Digital department and developed it into an agency core competency
- Managed, mentored and lead full time and contract digital team of strategists, designers, writers, project managers and developers in online, mobile and social media strategy, concepts and execution for clients including; Aircell, Disney Vacation Club, Gogo, Kraft, Miller Brewing, and Procter and Gamble
- Educated agency and client teams on new media trends and best practices
- Actively participated in new business initiatives, as well as grew existing client relationships
- Formalized strategic agency partnerships with web and mobile developers, online media/SEO/SEM experts and CRM associates
- Provided on and offline concepts to all agency teams

Results:

- Scaled digital offerings from weakness to strength winning new tech-focused clients
- Established digital department as an agency profit center
- Launched a Social Media consultancy within the agency
- Actively pitched and won multiple integrated projects
- Raised external awareness of agency's digital capabilities with nationally recognized awards

Independent Contractor, Chicago, IL (May 2004 – December, 2006)
Creative Director/Concept/Copywriter

- Provided integrated concepts for agencies and their clients including:

| | |
|---------------------|---------------|
| Wunderman | TPN |
| The Marketing Store | Arc Worldwide |
| Ogilvy Action | Draft |
| EuroRSCG | Experiencia |
| Publicis Dialog | Hello World |
| TracyLocke | Epsilon |

Foote, Cone and Belding/Marketing Drive, Chicago, IL (April 2003 - May 2004)

Creative Director

- Managed and mentored full-time and freelance writers and art directors
- Created, developed, presented and executed strategic marketing plans and creative content for clients such as Blue Cross Blue Shield, Boeing, John Deere, Kraft Pizza, Loews Theaters, Nabisco, and SC Johnson
- Researched, contacted and developed new business

Octane Communications, Evanston, IL (November 1999 – April 2003)

Co-Founder, Creative Director

- Researched, developed, presented and executed creative concepts for clients such as Bank One, Hart Schaffner and Marx, Learning Curve Toys, Maytag, and the State of Illinois
- Directed and managed all creative teams, budgets and outside resources
- Managed agency to profitability in two years

Young and Rubicam/Wunderman, Chicago, IL (October 1995 – November 1999)

Creative Director

- Promoted from Senior Copywriter to Associate Creative Director to Creative Director
- Co-managed traditional creative staff of eight
 - Lead writer for promotions, point-of-sale, print, outdoor, video, radio and websites
 - Promotional Clients serviced included Chevron Oil, Ericsson Cellular, Gatorade, H&R Block, Kraft Foods, Nike Canada, Pepsi Europe, Quaker Oats, Mead Paper, Sears and Miller Brewing's Sports Marketing
- Assigned to lead, manage and mentor agency's first interactive creative team
 - Developed and managed strategy, design, content and budgets for websites, CD-ROMs, kiosks and online marketing for agency and clients
 - Hired and managed all outside resources
 - Pitched and won interactive projects from Citibank, H&R Block, Mattel, Monsanto, Sears, United Airlines Cargo and Xerox
- Earned the Promo Pro award for best Financial Promotion in North America

MMB Advertising, Chicago, IL (September 1992 – September 1995)

Founder, Copywriter

- Grew agency from zero billings and clients to regionally recognized shop
- Researched, contacted and pitched all agency business
- Clients included Action Packed Trading Cards, Blimpie Subs and Salads, CDK Mortgage, Chilly Willee Soft Ice, Marriott, Radisson and Rosemont Hotels of Chicago, Parco Foods and Racconto Foods
- Launched Intelli.com, the first interactive agency in Chicago
 - Created very first websites for Baxter Healthcare, Miller Brewing and Walgreen's

Maxwell Advertising, Kalamazoo, MI (September 1990 – September 1992)

Copywriter

- Concepted and wrote print, collateral, radio and TV Developed all new business pitches
- Clients included Boyne USA Resorts, Kalamazoo County Convention and Visitor's Bureau, Michigan Apples, Michigan Blueberries, and Western Michigan University
- Won two Addy awards for print and collateral and two Silver Microphone Awards for best regional radio spots

Leo Burnett Advertising, Chicago, IL (April 1987 – August 1990)

Creative Exchange Coordinator

- Contacted agencies around the world requesting their best TV spots
- Wrote, categorized and logged into Great Commercials library summaries of the World's best TV spots
- Prepared video reel of annual Canne's Predictions for national and international media

AWARDS:

2015 Promo PRO Award

Bronze Award: Best cause related marketing campaign
Pivot Point Marketing and its Client Chicken of the Sea's "100 Years of Good" campaign

2011 Hermes Creative Awards

Platinum Award; Microsite
Omron Healthcare – TrustYourHearttoOmron.com

2009 Beverage Dynamics Awards

3rd Place; Website
Miller Brewing – ServerSpeak.com

2009 P&G North American Brand Building Award

Best Holistic Communication Award Winner
Oral-B – Oral History Month (including rich media display ads and microsite)

2009 MarCom Awards

Platinum Award; Microsite
Miller Brewing – BidMillerLite.com

2009 Interactive Media Awards (IMA)

Outstanding Achievement Award; Marketing
Miller Brewing – BidMillerLite.com

2009 Hermes Creative Awards

Gold Award; Integrated Marketing Campaign
Aircell – Gogo Inflight Internet

2008 Web Marketing Association's Web Awards

Standard of Excellence Award
Aircell – Gogo Inflight Internet Launch Site and Widget

2008 Web Marketing Association's Web Awards

Outstanding Website Award
Emmi Caffè Latte – U.S.A. Launch Site

RELATED ACTIVITIES:

Mentor at Northwestern University's Garage

- Business and marketing consultant for student start-ups seek accelerated growth guidance

Guest Speaker

- Featured speaker at 1871 on the topic of Marketing Disruption (9/15/16)
- Frequent speaker at Midwest colleges and universities on a wide range of marketing topics including interactive marketing, promotions and portfolio development

Judge

- 2012-14 Reggie Awards
- 2018, 2007-2011 and 2004 Judge in the Web Marketing Association's Annual Awards

EDUCATION:

Western Michigan University, Kalamazoo, MI

- Bachelor of Arts Degree, 1989
 - Major: Communications
 - Minor: Journalism

Portfolio Center, Chicago, IL

- Certificate in Creative Concepts, 1988