

enrique paulin

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BlackTieAndDenim.com

creative puzzle solver | visual storyteller

15+ years of experience

Creative Direction
Art Direction
Graphic Design
Web Design
UX/UI Design
Integrated Marketing
Project Management

2006 – Present

Creative Director

DBM Inc. | Bethesda, MD

Conceptualize and develop innovative multi-channel visual communication solutions, including digital and printed media. Write headlines, slogans, and copy. Organize text with photographs, illustrations, and other recommended graphic design elements to achieve the most-effective visual outcome—lead new business engagements with both existing and new clients.

- Deliver a unified, cohesive visual narrative of our clients' brand across multiple channels through integrated marketing, achieving a more significant impact on their campaigns.
- Develop powerful websites that strike a balance between usability and aesthetics by defining the goal of the website, performing comparative industry analyses, identifying the primary user and their behavior, and structuring site architecture for optimal functionality, scalability, search engine optimization (SEO), and performance.
- Perform front-end development and coordinate with back-end developers, SEO specialists, and electronic media marketers for optimal site launches.
- Work closely with printers to prepare files for production and markup proofs to ensure the highest quality reproduction of printed projects.
- Establish and nurture relationships with writers, editors, production managers, videographers, developers, and contractors to ensure timely delivery and adherence to project budget and specifications.
- Manage and select an effective team of contractors of both designers and copywriters.
- Create new business opportunities for the agency and support the existing client base.
- Generate influence to move DBM Inc. toward out-of-box projects that increase the company's visibility and client interest, and generate increased revenue targets.

the brt conference center
STEPS AWAY FROM THE U.S. CAPITOL





1995 – 2005

Principal

Paulin Creative Group | Washington, DC

Founder of Paulin Creative Group, a marketing communications and graphic design studio specializing in innovative visual communication solutions that included direct mail pieces, brochures, posters, billboards, permanent and traveling exhibits, flyers, invitations, business forms, stationery, and websites.

- Developed headlines, slogans, and copy.
- Provided clients with creative/art direction to help achieve their goals.
- Collaborated in the development of marketing strategies for clients with writers, photographers, and printers.
- Developed new business opportunities and nurtured existing client base.
- Maintained and developed a successful freelance business.

2001 – 2002

Senior Art Director

The Borenstein Group | Fairfax, VA

Conceptualized and defined stylistic direction of the agency, orchestrated work and mentored design staff, selected vendors, and managed the production of print and electronic communication materials from initiation to completion. Collaborated in the development of marketing strategies for clients.

1997 – 1999

Designer

Paulus Design Group | Alexandria, VA

Produced graphic design layouts for museums, traveling and permanent exhibits, signage, wayfinding, advertisements, and marketing proposals.

Education

AA in Communication Design, Northern Virginia Community College.

Skills

Proficient in Adobe Creative Suite and WordPress. Fluent in both English and Spanish.

Clients

- America Online
- American Society of Microbiology
- Business Roundtable
- Capital Fringe
- Council on Competitiveness
- Elm Street Development
- Council on Global Immigration
- The Fratelli Group
- General Electric
- Greensboro Children's Museum
- The Jack Morton Company
- National Business and Travel Association
- National Postal Museum
- NVHomes
- RBmedia Global
- Ryan Homes
- Seneca Rocks National Forest

