

ENRIQUE PAULIN

Washington, DC 20024 | +1 (202) 286-1087 | e.paulin@me.com

Portfolio: <https://blacktieanddenim.com> | **Bilingual:** English & Spanish

PROFESSIONAL SUMMARY

Versatile and visionary Creative Director and Art Director with 20+ years of experience leading strategic and creative direction across B2B/B2C, nonprofit, and regulated sectors. Proven craft leader and brand storyteller with deep expertise in advertising, design systems, and content production across digital, traditional, and experiential platforms. Adept at developing and executing performance-driven, multi-channel campaigns that fuel customer acquisition, engagement, and brand affinity.

Adept at building and managing high-performing creative and content teams—including offshore and vendor partners—in fast-paced, agile, matrixed environments. Known for balancing big-picture brand expression systems with hands-on execution, innovation, and operational excellence. Experienced in creative studio management, integrated campaign development, and omnichannel storytelling. Collaborates cross-functionally with marketers, product teams, and executive stakeholders to align creative initiatives with business objectives and customer experience.

CORE COMPETENCIES

- Strategic Creative Leadership & Brand Storytelling
- Art Direction, Visual Design & Campaign Execution
- Brand Systems Thinking & Holistic Expression Systems
- Integrated Marketing & Content Strategy (Digital, Social, Print, Video, Experiential)
- Creative Operations & Offshore Team Oversight
- Customer Acquisition, Brand Affinity & Business Growth
- Creative Brief Development & Performance Optimization
- Agency & Vendor Management, Budgeting & Resource Allocation
- AI-Enhanced Storytelling & Emerging Technology Integration
- Cross-Functional Collaboration & Executive Stakeholder Engagement
- Team Development, Coaching & DEI-Driven Remote Leadership
- Adobe Creative Suite, Figma, Canva & Collaboration Tools
- CMS-Based, Platform-Aware Design & Accessibility Standards

PROFESSIONAL EXPERIENCE

Creative & Brand Consultant (Freelance)

Remote | May 2025 – Present

- Provide strategic creative direction, brand development, and content strategy for mission-driven organizations and growth-focused businesses.
- Deliver high-impact, integrated campaign concepts and executions across digital advertising, social platforms, print, and video.
- Collaborate with clients to evolve or build brand expression systems, ensuring consistent, scalable application across marketing channels and touchpoints.
- Support marketing and product teams in developing customer-centric messaging and creative assets that drive acquisition and engagement.
- Lead a network of freelance and internal creative teams, providing direction on workflows, planning, and execution to maintain creative excellence and brand cohesion across all deliverables.
- Leverage AI tools and design systems to streamline creative processes, enhance output, and unlock new opportunities for brand storytelling

Creative Director

World Justice Project – Washington, DC | Aug 2022 – May 2025

- Led global brand storytelling, content strategy, and creative development across omnichannel campaigns supporting thought leadership, advocacy, and engagement.
- Directed a high-impact creative team in developing integrated, cross-platform marketing assets across digital, social, print, video, and experiential formats.
- Delivered insight-driven campaigns aligned with performance metrics and optimized for customer acquisition and retention.
- Managed vendor partnerships and offshore production teams, ensuring scalable content execution, brand consistency, and cost efficiency.
- Implemented agile creative workflows and sprint-based production processes for improved quality and on-time delivery.
- Collaborated closely with product, marketing, and communications to align creative strategy with brand vision and business goals.
- Pioneered the use of AI tools and design systems to streamline workflows, educate stakeholders, and inspire new storytelling formats.

Creative Director

DBM Inc. – Bethesda, MD | Jan 2006 – Aug 2022

- Oversaw the full creative ecosystem—including global brand campaigns, social-first content, and integrated advertising—for a diverse B2B and real estate portfolio.

- Developed brand systems and toolkits to guide execution across teams and partners.
- Directed collaboration between designers, brand strategists, PMs, and external vendors across enterprise initiatives.
- Built scalable asset libraries, templates, and governance models for consistency and efficiency.
- Managed budgets and led production operations to support overflow and strategic initiatives.
- Conceptualized and delivered marketing assets across digital, print, video, and event platforms.
- Supported sales and marketing goals through audience-aware storytelling and content strategy.

Founder / Principal Creative Director

Paulin Creative Group – Washington, DC | Jan 1995 – Dec 2005

- Launched and led a boutique agency specializing in creative direction, branding, and cross-platform content for education, policy, and mission-driven sectors.
- Delivered end-to-end campaigns rooted in creative strategy, brand development, and customer engagement.
- Built a nimble studio model with creative freelancers, empowering agile production and flexible delivery.
- Oversaw brand governance, content calendars, and storytelling consistency across platforms.
- Ran client discovery sessions, pitches, production management, and budget oversight.

EDUCATION

George Mason University – Coursework completed toward Bachelor of Arts (BA), Art History (127 credits)

Northern Virginia Community College – AA, Communication Design / Graphic Design

TOOLS & TECHNOLOGY

- **Creative Software:** Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, XD), Canva
- **UX/UI:** Figma, Sketch
- **Project Management:** Asana, Monday.com
- **Web & Content:** WordPress, CMS platforms
- **Productivity:** Microsoft 365, Google Workspace
- **AI Tools:** Firefly, ChatGPT, DALL·E 3, Gemini, Perplexity,
- **Presentation & Pitch:** PowerPoint, Google Slides, Miro

- **Digital Asset Management:** Organization of templates, libraries, and production-ready files