Paul Loula | Senior Graphic Designer, Creative

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Experience

Senior Designer | Bare Home | Columbus, MN | 2024 - Present
- Spearheaded the redesign of our Shopify website, resulting in an user-friendly interface and enhanced navigation.
- Create package designs that not only adhere to brand guidelines but also captivate consumers and elevate the brand's market presence.
- Crafted digital ad campaigns across multiple platforms, leveraging high-quality visuals and persuasive messaging.
- Developed premium Amazon A+ content that significantly enhanced product listings, driving higher customer engagement and conversion rates.

Digital Marketing & Sales Manager | FXR Racing Inc. | Forest Lake, MN | 2023 - 2024
- Leading a strategic initiative to consolidate eight e-commerce websites and email accounts into a unified, user-centric platform.
- Implementing a multi-channel marketing strategy, using affiliate partnerships, social media campaigns, Google Ads, and other digital marketing efforts.
- Enhancing email marketing with compelling flows, templates, and personalised welcome series, boosting customer resonance and brand loyalty.
- Manage a team of designers, photographers, and developers, to create and execute impactful marketing campaigns.

Creative Director | The-House.com | St. Paul, MN | 2019 - 2023
- Generated online revenue resulting in over $100 million annual revenue.
- Executed effective email marketing campaigns that achieved over $13 million in revenue.
- Reduced overall production time of marketing emails and assets by 58%, through automation and analytics.
- Oversaw creative direction for multiple websites and proprietary brands, ensuring that all creative assets were aligned with brand identity.
- Developed and implemented effective creative strategies that resonated with target audiences across all touchpoints.
- Worked collaboratively with cross-functional teams to develop and execute campaigns that drove traffic, engagement, and revenue growth.
- Ensured consistent quality in all creative outputs, from initial concept to final deliverables.
- Built the YouTube channel to over 50k subscribers, aimed at educating customer base, increasing brand awareness and promoting the company's image.
- Planned brand strategies, forecasted growth and established goals for all brands associated with Active Sports Inc.
- Maintained direct relationships with outside advertising agencies overseeing multi million dollar budgets that covered both traditional and digital.

Ecommerce and Digital Marketing Director | The-House.com | St. Paul, MN | 2013 - 2019
- Oversaw execution of all digital marketing initiatives, including website updates, email marketing, social media, SEO and paid advertising.
- Developed marketing campaigns that improved performance and met set business objectives.
- Collaborated with teams to ensure that all digital initiatives were aligned with brand identity, timelines and budgets.
- Lead daily maintenance, design & testing of all UI/UX changes on our platforms.

Graphic Designer | The-House.com | St. Paul, MN | 2008 - 2013

Lead Photographer/ Videographer/ Web Specialist | The-House.com | St. Paul, MN | 2006 - 2008

Education

Certificate Digital Marketing | University of Minnesota | Minneapolis, Minnesota | 2023
Bachelor's Degree Graphic Design | The Art Institutes International Minnesota | Minneapolis, Minnesota | 2008-2010
Associates Degree Graphic Design | Hennepin Technical College | Brooklyn Park, Minnesota | 2006-2008

Skills

Creative Direction | Art Direction | Email Marketing | Campaign Management | Branding | Logo Design | Package/Product Design | UI/UX | Graphic & Web Design | Video Production | Web & Content Creation | Social Media Marketing | Marketing Automation | Project Management | eCommerce | Vendor Relations | Program Process Management | Emerging Technology & Trends | Campaign Development | Creative Marketing Strategies | Adobe CC | Google Analytics | Google AdWords | Google Docs | Amazon AWS | WordPress | HTML/CSS | Bootstrap | Asana | Akamai | Cloudfront | Meta Ads Manager | Listrak | CRM | InVision | Shopify | Klaviyo | Domo | Woobox