

Paul Loula

Senior Designer | Ecommerce Director | Digital Strategist

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11908 N Meadow Curv Lindstrom, MN 55045

Experience

Senior Designer | Bare Home | Forest Lake, MN | 2024 - Present

Lead design initiatives to enhance website UX, branding, and digital marketing, ensuring a cohesive and engaging customer experience.

- Redesigned Shopify websites for better navigation and usability.
- Created eye-catching package designs that elevate brand presence.
- Designed digital ads for multi-platform campaigns.
- Managed Amazon brand stores, A+ content, and media to boost conversions.
- Served as the main contact for off-site developers.
- Implemented a new ESP system for email & SMS marketing.
- Integrated Opinew to collect and showcase reviews from multiple sources.

Digital Marketing & Sales Manager | FXR Racing Inc. | Forest Lake, MN | 2023 - 2024

Oversaw e-commerce consolidation, marketing strategies, and customer engagement efforts to streamline operations and drive sales.

- Led the consolidation of 8 e-commerce sites into a single platform.
- Developed and executed a multi-channel marketing strategy, incorporating Google Ads and other paid media.
- Improved email marketing flows, boosting customer retention.
- Managed a creative team to execute impactful marketing campaigns.

Creative & Marketing Leadership | The-House.com | St Paul, MN | 2006 - 2023

Creative Director 2019 - 2023 | **Ecommerce and Digital Marketing Director** 2013 - 2019 | **Graphic Designer** 2006 - 2013

Directed e-commerce, digital marketing, and creative strategies, driving significant revenue growth and brand development.

- Drove over \$100M in annual online revenue.
- Led email campaigns that generated over \$13M in sales.
- Reduced email marketing production time by 58% through automation.
- Directed creative strategy across multiple websites and brands.
- Developed marketing campaigns that increased engagement & sales.
- Managed all digital marketing, SEO, social media & paid ads.
- Grew a YouTube channel to over 50K subscribers, significantly increasing brand awareness.
- Planned brand strategies & set growth goals for multiple brands.
- Oversaw multi-million-dollar ad budgets across digital & traditional media.
- Led UI/UX enhancements, improving website performance and user engagement.

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 & Software Experience

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