

PAULA ANDERANIN

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SUMMARY

Fifteen years of professional experience in marketing as well as digital and print advertising. Worked for large agencies and boutique design houses. Experienced performer in a variety of additional roles including: project management, customer relationship management and sales.

SPECIALITIES

- Project discovery with clients
- Strategic campaign development and planning
- Multichannel and multicultural campaigns
- Writing technical specs
- Staff management
- Working with designers and developers
- Expert in the Adobe Suite (Photoshop, Illustrator, InDesign)
- Work with HTML5, CSS, Wordpress and Flash
- Branding and identity
- Fluent in English and Spanish
- Experience working with on-site and off-shore teams

WORK EXPERIENCE

FREELANCER • 2011- current

As a freelancer I get to work on exciting projects that meet the variety of skills that I acquired throughout the years. Some of the projects and clients that I have worked with are listed below.

TMV Group - Digital and e-Commerce Director

Projects included:

Butzel Long website redesign

Butzel.com

Faygo website redesign

Faygo.com

Wayne State School of Medicine website redesign.

med.wayne.edu

Live Nation - Promoter for Prince Royce at the Fillmore and Pitbull, Prince Royce and Farruko at DTE Energy. Manage own street team and social media for the Hispanic market.

Chene Park - Website, email marketing and app maintenance for all shows. Also, Latin Events Promoter for Chene Park.

Promoted the Gipsy Kings in 2015. We broke new ground by bringing over 2K people at a venue unfamiliar to the majority of the Latino population.

Produce shows with local and international acts including Molotov, Mon Laferte, Ricardo Naipes, The Satellites and more. Manage media relations and sponsorships as well.

Other Projects include:

- Developing mobile apps for the Latino Press, MI Asian.
- Writer for entertainment column at the Latino Press (Spanish)
- Work with a variety of small and medium size businesses in the metro Detroit area including: Spanish International, Regal Pediatrics, Estrada Travel, Techworld and Sean Blackman.

ADJUNCT INSTRUCTOR + LECTURE SPEAKER

COLLEGE FOR CREATIVE STUDIES + LAWRENCE TECH • Detroit/Southfield MI •
2007 - current

Currently teach and develop courses for the following topics:

Emerging Technologies

Adobe Suite

Lectures:

Interfaces Detroit, Michigan Council of Women in Technology, Schoolcraft College,
Digital Mash-up at Lawrence Tech.

CREATIVE SOLUTIONS ARCHITECT

BOSSdev • Troy, MI 2008 - December 2010

My job varies depending on the project and client. My first role is to help the account managers to build confidence with prospective and current clients on our company's creative and development capabilities.

Another part of my job consists of strategizing a campaign or solution for a client. Once the campaign or project has been defined, I develop different documentation that helps communicate the vision (ex. assessments, gameplay docs, mood boards, estimates, etc.) In this process I work with other technical solutions architects or team leads to help create an estimate.

Once the project starts, I direct and oversee the work of creative directors, art directors, designers, information architects, and outside vendors. I also direct the resources to make sure the original vision of the project gets executed correctly. My job also consists of creating reference material for the creative team. This might include developing mood boards, gameplay documents, wireframes, etc. In some cases depending on the timeline and budget I might adjust or create layouts and wireframes for a project myself.

The type of campaigns I work on include: augmented reality, integrated marketing, social media, games and mobile.

FOUNDER AND DIGITAL DIRECTOR

MI ESTILO MAGAZINE 3/2009 - 2010

Manage overall creative direction for online magazine. Helps develop strategies on marketing campaigns. Works with other departments to establish and monitor business goals. Helps develop all digital and print material for events. Supervise all creative talent including photographers, designers and videographer. Help maintain website, Facebook and other social media efforts.

STUDIO MANAGER & ART DIRECTOR

GLOBALHUE (STUDIO IMPRINT) • Southfield/Michigan • 9/2004 - 5/2008

Manager of Studio Imprint (a GlobalHue company), a multi-million dollar company located in Michigan and New York. Increased the expected revenue for the first year by adding interactive design and video production to our office. Responsible for planning and overseeing growth opportunities for the company.

Manage a team of designers on a daily basis. Overall artistic direction of all multimedia and graphics projects including video production for events. Generates sale leads to facilitate revenue growth. Manage all client accounts and associated projects. Work on bilingual projects on a daily basis (Spanish).

Interacts with art directors, vendors and clients that speak English & Spanish.

SOFTWARE KNOWLEDGE

Photoshop, Illustrator, InDesign, HTML5, CSS3, JQuery, Flash, Dreamweaver, Omnigraffle, Lucidchart.

EDUCATION

CENTER FOR CREATIVE STUDIES

Bachelor of Fine Arts with concentration in graphic arts

AWARDS

17th Annual Communicator Award * Insure your love website, 17th annual communicator award * Romance-O-Meter

The Webby Awards Nominee * Romance-O-Meter

Receive merit Scholarship from Center for Creative Studies.