

# PAUL SKEFFINGTON

CREATIVE  
DIRECTOR

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## DISCIPLINES

Digital, Ecomm, Content, Social, Branding, Visual Identity, B2B, Direct, Shopper, Promotions, Advertising, Comms.

## MEDIA

Web, Mobile, Video, VR/AR, Apps, Radio, Print, OOH, Retail Display, Events & More...

## VERTICALS

Food & Beverage, Healthcare, Hospitality, Motorsports, Retail, Toys, CPG, Spirits, Finance.

## CLIENTS

PURELL, SUBWAY, KELLOGGS, BUDWEISER, HOLIDAY INN, KRAFT-HEINZ, DANONE, PERNOD RICARD, BACARDI, DEUTSCH, ABSOLUT, JAMESON, SEA-DOO, HEINEKEN, SPRINT, MASTERCARD, COCA-COLA, CASTROL MOTOR OIL, CHUPA-CHUPS, EDGEWELL.

## SUMMARY

I blend design, marketing, and team management expertise, exceeding expectations of Fortune 500 clients. A hands-on Designer, adept at leading diverse creative teams and integrating key insights for groundbreaking ideas across various mediums.

## EXPERIENCE

### PURELL® (GOJO Inc.) Creative Director

Mar 2022 - Sep 2023

- Led PURELL's internal design team of 10 members to drive design strategy and branded content across various touchpoints.
- Restructured the team to meet modern creative development needs, introduced new skill sets (e.g., video, animation, AI), and created an efficient team structure from Design through Production.
- As the Lead Creative, I pitched ideas, concepts, and designs to PURELL® Leadership.
- Managed content development for .com, CRM, ECOM, Packaging, Events, Promotions, and Sales.
- Provided strategic visual direction to both internal creatives and external agency teams.
- Established PURELL® Global Brand Standards (Visual Identity System).
- Formed strategic alliances with Brand, ECommerce, Client, and B2B Marketing Teams.
- Designed the PURELL® 2023 National B2B Campaign, including concept development, creative strategy, and campaign design, which achieved the highest success metrics in over three years for PURELL®.

### SKEFF STUDIO LLC® Principal / Creative Director

Sep 2017 - Mar 2022

- A boutique design firm with expertise in brand promotion.
- Branding, identity, and design solutions.
  - Marketing concept ideation and web design services.
  - Social Media content strategy, design and execution.

### SUBWAY® Director, Design Excellence

June 2019 - Sep 2021

- Led the internal design team of 15 members (STUDIO\_S) to transform it into a center for design excellence, implementing formal project management systems.
- Oversaw the creation of Subway's Global Visual Identity System (Brand Guidelines) across all touchpoints, including print, packaging, digital, store decor, and POP.
- Successfully transitioned all of Subway's owned digital content "in-house," saving our bottom line \$3.5 million annually and achieving highest consumer engagement metrics in 4 years.
- Managed design and branding needs for various Subway departments at headquarters, including Business Dev, Events, Facilities, Culinary, HR, PR, Sustainability, and Tech Teams.
- Provided design guidance to Subway Global Marketing Teams and External Agencies in Europe, LatAm, and AsiaPac on the new visual identity system and brand guidelines.





## SKILLS

Creative Team Leadership,  
Creative Strategy, Concepting,  
Art Direction & Design,  
Storytelling, Presenting,  
Selling Ideas, Innovating,  
Problem Solving, UI/UX

## SOFTWARE

Adobe CC, Photoshop,  
Illustrator, InDesign,  
XD, Keynote, Figma,  
MS Office, Acrobat,  
ChatGPT, MidJourney,  
Leonardo.AI

## EDUCATION

PAIER COLLEGE of ART  
BFA Graphic Design

## FOLLOWING

Chris Do, Everything AI,  
Bitcoin & Alts, AIGA,  
Simon Sinek, Garyvee,  
Artificial Inspiration,  
Seedily, Adobe

## STUFF I LOVE

My family, friends & our dog  
Charlie, black coffee, music  
from any year, graffiti,  
museums, hiking, donuts.

## EXPERIENCE

### IN MARKETING®

#### Group Creative Director

Mar 2017 - Jun 2018

- Re-engineered Creative Team: Established design excellence, encouraged collaboration and creativity, while guiding staff development.
- Business Growth: Led teams, securing a \$1.5MM retainer with DFWS, executing a standout 2018 Sales Event, and winning \$500k retainer with Bacardi USA.
- Collaborative Development: Worked closely with account and strategy leads, driving new business pitches and nurturing client relationships for revenue growth.
- Played a key role in developing a cutting-edge design system at IN, enhancing the company's reputation for innovation.
- Talent Cultivation: Managed art directors, copywriters, and production artists' careers, fostering a skilled, motivated creative team.

### CATAPULT MARKETING®

#### Group Creative Director

Jun 2012 - Mar 2017

- Creative Team Leadership: Led an award-winning team of 11 creatives, conceiving and directing \$11MM+ worth of digital, print, event, and shopper marketing projects.
- Strategic Collaboration: Assisted the Chief Creative Officer in cultivating a top-tier creative product, contributing to Catapult's rise as the #1 Shopper Marketing Agency in America.
- Innovation Advocate: Kept abreast of emerging trends in interactive technologies, content, design, and marketing, infusing fresh ideas into client projects.
- Agency Innovation: Fostered an innovative culture that led to breakthrough consumer engagement strategies, particularly in the CPG category.
- Business Wins: Led creative teams to secure significant wins, including both National and Shopper pitches for Kellogg's (\$7MM) and the Pernod Ricard business (\$3MM retainer).

#### Creative Director

Oct 2006 - Jun 2012

- Led national and global window design, created Subway Scrabble, and designed the branding for the "\$5 Footlong" campaign.
- Innovative Design Solutions: Revolutionized Subway's POS design and food photography for promotional windows and broadcasts, contributing to enhanced brand visibility.
- Achieved Catapult's Exclusive Pinnacle Award for outstanding design and creative leadership, showcasing strategic thinking and successful campaign execution.

### GEOMETRY®

#### Creative Director

Jun 2002 - Oct 2006

- Spearheaded creative direction for a \$9MM agency, including key clients like Coca-Cola, Holiday Inn, Castrol Motor Oil, and HP.
- Strategic Communication and Team Development: Collaborated with agency leadership, effectively conveying creative ideas and overseeing team development and process enhancements, leading to world-class creative work across diverse clients.

### BEN MARKETING®

#### Creative Director

Jun 1998 - Oct 2002

- Spearheaded creative direction for a \$9MM agency, including key clients like Coca-Cola, Holiday Inn, Castrol Motor Oil, and HP.
- Strategic Communication and Team Development: Collaborated with agency leadership, effectively conveying creative ideas and overseeing team development and process enhancements, leading to world-class creative work across diverse clients.

## AWARDS & CERTIFICATIONS

**PURELL** Breakthrough Idea Award 2022  
**POP AI OMA** Display Design 2012, 2016, 2017  
**PMA REGGIE** Digital Promo: Subway Scrabble  
**WEBBY** Kellogg's Spiderman App 2015  
**PINNACLE** Client Leadership  
**DESIGN of the TIMES GOLD** - Kellogg's 2016

**UI/UX DESIGN** currently in Google  
Coursera Certificate Program  
**MidJourney** currently in Udemy  
Master Training Program  
**ChatGBT** currently in Udemy  
Training Program