

# Paul J. Ho-On

Website: <http://www.ho-on.com>

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## Professional Experience:

10+ years as a creative professional  
3+ years managing a creative team

## Design Experience:

- Websites
- Landing pages
- Newsletters
- E-mails
- Banners
- Corporate Identity
- Logos
- Print Ads
- Tradeshow booths
- Corporate literature
- Corporate CD Rom
- Advertising campaigns
- Wordpress customization
- E-Commerce UI
- Software UI
- Flash games
- Mobile applications
- Enhanced PowerPoints

## Marketing Experience:

- Creative development
- Project management
- Ad campaigns
- Brand creation
- SEO/SEM
- Landing page optimization
- Email marketing
- Affiliate marketing
- Support and maintenance
- A/B split testing
- Web analytics
- Product launch

## Management Skills:

- A hands-on approach to guiding and leading
- Excellent management and team leadership skills
- Ability to multi-task and manage multiple initiatives efficiently to achieve company objectives
- Solid organization and project management skills
- Experienced in managing freelancers and subcontractors
- A proven track record of creating and managing work flow processes

## Software Experience:

Proficient in Windows & Mac Platforms, Photoshop, Illustrator, Flash, Dreamweaver, XHTML, CSS, Premiere, After Effects, QuarkXpress, PowerPoint, Word, Excel, Outlook, BaseCamp, Dot Net Nuke (CMS), Survey Monkey, Sales Force

## Education:

May 2000 - Bachelor of Fine Arts in Graphic Design  
Florida Atlantic University / Boca Raton, FL

## Employment History:

**July 07 – Present** Creative Services Manager / ScriptLogic Corporation / Boca Raton, FL

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- Oversee the Creative Services Department
- Track and maintain the weekly work flow of creative requests
- Supervise the creation of company websites, landing pages and email campaigns
- Responsible for contributing to over 25,000 online leads per quarter
- Conceptualize new ideas with advertising and create new places to advertise
- Utilized for UI designs for new online solutions

**Jan 06 – July 07** Creative Services Manager / Internet Advertising Group / Coral Springs, FL

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- Created the corporate branding for all companies under the IAG umbrella
- Responsible for the art direction of all web sites, emails, banners, and marketing material
- Designed SEO based landing pages and microsites for over 30 lead generation sites
- Worked with sales to develop the best possible solutions for clients
- Oversaw the Art direction of freelance work
- Adjusted online campaigns resulting in increased revenue meeting marketing objectives

**Apr 03 – Dec 05** Art Director / eDiets.com / Deerfield Beach, FL

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- Created online identities for the diet brands: Atkins, Slim-Fast, and The Zone Diet
- Maintained brand guidelines when creating ad campaigns
- Worked closely with brand managers to develop compelling messaging
- Directed and maintained weekly flash magazine newsletters
- Filmed and directed recipe videos for the online recipe club
- Conceptualized short and long term online revenue projects
- Responsible for site designs and interactive flash campaigns

**Jun 01 – Mar 03** Web Designer / Hollywood Media Corp. / Boca Raton, FL

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- Responsible for all artistic attributes for Broadway.com and daily flash updates
- Designed Broadway.com and the 2002 & 2003 Tony Awards websites
- Responsible for flash banners, interactive TV, print and online marketing campaigns
- Created large scale advertisements for the Subway and busses of N.Y.C.
- UI Designs for the Broadway and Hollywood.com WebTV Channels
- Broadcast design (Broadway.com TV spots)

**Jun 00 – Feb 01** Web Designer / Primus Design Studio / Sunrise, FL

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- Managed 30+ websites, communicating with clients regularly and updating materials
- Created the corporate identity and website for Primus Design Studio
- Designed all print materials for the marketing team

References available upon request