

Paul Pousha

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Summary Creative, results oriented, cost-minded person offering 9+ years experience with a proven track record in integrated marketing, branding, web development, and e-business solutions. Entrepreneurial approach to business and dynamic skill set best used for problem solving and bridging gaps between development teams, designers, vendors, and clients.

Philosophy Through innovation and determination anything may be accomplished

Experience

Independent Brand Consultant - Milwaukee, WI

Producer, Digital Strategist, & Account Management (2001-present)

Client: Several Small Business Start-Ups

Summary: Help businesses navigate the start-up and/or growth process. Incubate and execute ideas with ability to assemble and direct talent for projects of all scopes in size

Responsibilities:

- Business roadmaps, goal setting, strategy, idea generation, and producer

Results:

- Datumguard.com - offsite data backup software and disaster recovery solutions
- Stephenbachphotography.com - photographer specializing in spontaneous, natural light, black and white photography
- Apex-Industries - manufacturer of sportbike products & accessories

Client: Harley-Davidson / WhittmanHart Interactive

Summary: Managed financial, creative concepting and production for Harley-Davidson's \$5 million global website produced for 18 countries in 9 languages at harley-davidson.com

Responsibilities:

- Led and challenged teams to build engaging online experiences which bring brands to life, foster consumer dialogue & allow brand advocates to virally communicate with others

Results:

- Provided H-D with competitive edge by creating motorcycle industry's first online seat customization and ordering experience at harley-davidson.com/customseat
- Increased brand interaction by developing social media platform with motorcycle event blog, photo, video coverage and user generated content at harley-davidson.com/daytona
- Provided H-D with unique selling proposition by launching industry's first certified pre-owned motorcycle program branded as Harley-Davidson Factory-Backed Used
- Managed industry's most advanced online vehicle parts & accessories customizer at harley-davidson.com/customizer

Client: Buell Motorcycles / Laughlin/Constable

Summary: Managed all financial, media, creative concepting and production for Buell Motorcycle Company's \$2.75 million fully integrated national advertising account and assets for buell.com

Responsibilities:

- Led development of out-of-home, print, broadcast, direct mail, interactive, web, promotional and tradeshow materials

Results:

- Successfully led Buell's market entry into entirely new motorcycle segment with Buell Ulysses XB12X, making it their best selling model
- Proposed and dramatically increased buell.com traffic (+54%) through trackable URLs (buell.com/tech and buell.com/demo) as call-to-action in traditional advertising mediums
- Sold Buell on merits and led entry into paid search advertising
- Increased awareness and developed brand identity for program encouraging sportbike opinion leaders to race and win on Buell motorcycles
- Initiated and sold Buell on outsourcing studio photography Vs. use of in-house studio
- Improved media effectiveness by aligning flights with peak consumer research and purchase periods

Client: BMW / Fallon

Summary: Led creative concepting & production of BMW of North America's national advertising campaigns and bmwusa.com

Responsibilities:

- Managed relationship through contact with BMW, international agencies, media partners, and vendors

Results:

- Led BMW F1 & Team PTG race-win print ads
- Launched BMW X5 4.8is integrated campaign
- Led concepting, development, and maintenance of BMW Golf Invitational Microsite
- Headed BMW's largest product focused online advertising campaign
- Led online campaigns and website integration for X5, X3, 3 Series, X3 Game, Formula BMW, & BMW FreeSki Invitational
- Reduced ad-serving costs 23%-50% based on total impressions

United Parcel Service - Milwaukee, WI

Marketing Specialist promoted from Marketing Coordinator (1998-2001)

Summary: Managed growth of international product line through problem definition, ideation, and execution of marketing plans

Responsibilities:

- Collaborate with advertising agencies, related vendors, and internal departments to plan and execute national and regional integrated marketing programs
- Mentor and foster skills of Marketing Intern

Results:

- Successfully overcame slow ground carrier perceptions by re-positioning UPS as an e-commerce leader and top international carrier
- Increased event marketing attendance by 30% leading to a 32% increase in sales volume
- Improved customer retention via development of CRM based data warehousing tool

Laughlin/Constable - Milwaukee, WI

Account Services Intern - summer 1997

Summary: Assisted management of Fruit of the Loom (FTL) and Coca-Cola advertising accounts

Hoffman York Advertising - Milwaukee, WI

Account Services Intern - summer 1996

Summary: Managed Weather Shield Windows & Doors cooperative advertising program, and assisted with Kentucky Fried Chicken and Jensen Car and Home Audio advertising accounts

Education

BA: **Marquette University** - May '98
Advertising - 3.25 GPA & Marketing - 3.10 GPA

Qualifications

- Establishes and distills business relationships
- Works with diverse personalities and functions, solves problems, and leads people towards a common objective
- Views problems and situations from more than one perspective

Tech Skills

Extensive knowledge ranging from hardware installation and configuration, technical problem solving, to proficiency as end-user of many commercial and proprietary computer applications including but not limited to:

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|----------|--------------|-------------------|--------------------|
| • Access | • Outlook | • XML | • Dreamweaver |
| • Excel | • PowerPoint | • Adobe Photoshop | • HTML Coding |
| • Word | • FrontPage | • Adobe Acrobat | • Data Warehousing |

Activities

- Annual media coverage of Detroit North American International Auto Show since 1998

References

Linkedin.com/in/pousha & available upon request