

RESUME

MARKETING, ADVERTISING, GRAPHIC DESIGN AND PUBLIC RELATIONS PRO skillfully manages multiple projects on separate timelines with competing deadlines, while reducing overhead costs, increasing positive public awareness and revenues. 15 years of professional experience in publishing, marketing, advertising, public relations and graphic design.

EVENT PRODUCER/COORDINATOR

Produced independently or in cooperation with non-profits, 40+ concerts, theatrical and fundraising events in the past ten years. Familiar with every aspect relating to the production of live performance and community events. I have refined my skills to successfully market community events and live performance to diverse audiences.

MARKETING AND PUBLIC RELATIONS

Experienced and very creative with interpersonal skills to achieve specific goals. Qualifications include program and budget management, strategic selling, market analysis, public relations, sponsorship development and administrative coordination. Committed to excellent customer service through successful problem solving and a strong work ethic. Served as an advocate for a number of nonprofit service agencies and performing arts organizations. Excellent skills at developing and maintaining positive relationships with the public, community groups and print and broadcast media representatives. Planned, implemented and maintained fundraising campaigns developing long term sponsorships and donor databases.

ADVERTISING

Well versed in the concept, creation, formatting, production management and coordination and in the execution and implementation of advertising projects to any degree. From logo design and graphic programs for on-line marketing, to manufacturing, commercial print, local and regional newspapers, magazines or specialized publications, website, as well as radio and television productions.

ART DIRECTOR/GRAPHIC DESIGNER

Using popular multi-platform computer software, have successfully supervised the creation, layout and design of magazines, annual reports, journals, corporate reports, display ads, newsletters, direct marketing mailers, brochures and corporate identities.

PAUL BELL

Voice: 209.588.9205 • Email: info@paulbell.biz • 20 Wyckoff Street, Sonoma, CA 95370

SKILLS

- Developed strategic marketing objectives
- Developed and managed all aspects of the advertising process, including strategy development, creative execution, marketing analysis, branding initiatives and public relations
- Advertising - managed local and regional media campaigns
- Revenue/Sales Management and reporting
- Collateral materials - development and design through production
- Budgets - develop and monitor
- Event planning
- Website Management
- Vendor relationships/contract negotiation
- Developed logos & corporate brand imaging
- Developed long-term Sponsorships
- Developed & maintained Donor databases

ACHIEVEMENTS

- Increased audience attendance and revenue by 400% for non-profit performing arts presenter.
- Developed revenue generating magazine format program for 3 non-profit performing arts companies/presenters.
- Generated \$190,000.00+ in sponsorships and grants in a four-year period.
- Established 'Service Trade' sponsorships to reduce vendor costs by 60%
- Averaged 80% local media coverage for Produced Events.
- Increased donor and patron databases for 3 non-profits by 100% - 500%

SOFTWARE

Word, Excel, Publisher, Front Page 2002, PageMaker 6.5, Acrobat 6, Photoshop 7, Illustrator 7, Adobe Audition 1.5, Flash MX 6, Dreamweaver MX, HTML, Quark Xpress 4, AutoPlay Media Studio 5, QuickBooks Pro

EDUCATION

Laney College, Oakland, CA, Theater Arts, Graphic Design
University of California at Los Angeles, CA, Theater Arts & Film Production
Academy of Art College, San Francisco, CA, Advertising & Graphic Design

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PROFESSIONAL EXPERIENCE

JANUARY 1996 - PRESENT

Full time operation

BRANDING & MARKETING STRATEGY

NOT-FOR PROFIT CLIENTS

ACTORS THEATRE OF SANTA CRUZ
ALL KIDS BY 2
AMERICAN SONGBOOK PRESERVATION SOCIETY
ART IS HOPE
BAY SHORE LYRIC OPERA COMPANY
CABRILLO STAGE
COMMUNITY BRIDGES
DISTINGUISHED ARTISTS CONCERT SERIES
HISTORIC SONORA CHAMBER OF COMMERCE
HOME FOR GOOD
LIFT LINE/M.O.R.E

BUSINESS & CORPORATE CLIENTS

IMAGEMAKERS, INC.
J.B.'s POWER STATION, INC.
MANNINGTON GROUP
ROCK CREEK BREWERY
THREE PALMS - SAN LUIS OBISPO
FLEXIBLE CIRCUITS MAGAZINE
GLOBAL DATA SERVICES
BURT WEST VOICE-OVERS
REVERSE MORTGAGES OF NEVADA
PARADISE TANNING SALONS, INC.
CHUCK KIEL REAL ESTATE

MARKETING AND FUND DEVELOPMENT

BAY SHORE LYRIC OPERA COMPANY | CABRILLO STAGE | COMMUNITY BRIDGES
DISTINGUISHED ARTISTS CONCERT SERIES | HISTORIC SONORA CHAMBER OF COMMERCE
JANUS OF SANTA CRUZ | LIFT LINE | M.O.R.E

MARKETING CAMPAIGNS/ THEATER, CONCERTS, OPERA & SPECIAL EVENTS

'COLE PORTER REVIEW'
GERSHWIN, GERSHWIN'
'RODGERS & HART'
'CABARET'
'A VIEW FROM THE BRIDGE'
'HONK!'
"SUGAR/SOME LIKE IT HOT!"
PIANIST SCOTT KIRBY
PIANIST PAWEL SKRYPEK
PIANIST GLEN ROSE
SOUTH AMERICAN HARPIS T ROLANDO ORTIZ
PIANIST LARA DOWNES
GUITARIST PAUL GALBRAITH
FLAMENCO GUITARIST JASON MCGUIRE
CELTIC ARTISTS - ALASDAIR FRASER & SKYEDANCE
BLUES ARTIST MARIA MULDAUR
BLUES ARTIST TAJ MAHAL
GUITARIST & COMPOSER - MIKE SCHERMER
JAZZ ARTISTS - THE JAZZ BIRDS

FEMALE VOCAL ENSEMBLE – KITKA
SWING BAND - SWING FEVER
CELTIC/BAROQUE ARTIST CHRIS NORMAN
CLASSICAL QUARTET - DA VINCI STRINGS
THE SECOND AVENUE KLEZMER
AFRO-CUBAN ENSEMBLE - EBO OKOKAN
GUITARIST & COMPOSER - BENJAMIN VERDERY
CLASSICAL GUITAR - PEARL - GRAY DUO
CELTIC/FOLK - GOLDEN BOUGH
'LA CENERENTOLA'
'MADAMA BUTTERFLY'
'CARMEN'
'DON GIOVANNI'
'DIE FLEDERMAUS'
'LUCIA DI LAMMERMOOR'
'RIGOLETTO'
OPERA MASTERPIECES
OPERA IN THE GARDEN
WILD WEST CASINO