

# PAUL KIDD

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## Award-Winning Creative Director, Brand Strategist, & Altruistic Do-Gooder

20+ years of success ideating and delivering market-forward brand and design solutions that lead to higher revenue, audience and consumer engagement, market awareness, and brand differentiation for global B2B, B2C, and CPG companies worldwide.

- Equally valuable experience as the leader of an in-house marketing team and large creative agency, with decision-making ownership of organizational design, talent recruitment, budgets, schedules, and long-term strategic planning
- Recognized industry-wide as an effective leader, sponsor, and role model who embodies a leadership philosophy that values positive mentorship to develop strong creative organizations that support one another—celebrating success together
- Superb references from dozens of past clients and colleagues, in addition to an extensive portfolio of assets that includes brand identity, product packaging, marketing collateral, UI/UX, interactive, video, social media, email, OTT, print, and more
- Willing to relocate for the right position and culture

### HIGHLIGHTS

#### Turn Around Organizations in Crisis

Throughout career, single-handedly elevated underperforming creative departments and built four all-new teams from scratch. Evangelized a fresh department vision, three-year growth roadmaps, and data/metrics. In each case, saved millions by retaining in-house creative teams instead of outsourcing.

#### New Corporate Brand Development

During the formation of Outerwall, chosen to design the entire corporate brand identity with six-month timeline to launch globally. Defined corporate, campaign, and product guidelines, including all user-facing design elements across the entire brand portfolio: Coinstar, Redbox, ecoATM, and Gazelle.

#### Honors & Awards

**Four** American In-House Design Awards  
**Three** MarCom Creative Awards  
**Three** MAME Design Awards  
**Two** Corporate Employee Awards  
**Panel Judge**, AIGA Portfolio Reviews  
**Panel Judge**, Future Business Leaders of American Design Competition

### EXPERIENCE

#### THE MARKETING PRACTICE, Seattle, WA (Remote) | Creative Director, U.S. and APAC, 03/2021 to 03/2023

The Marketing Practice is a top 10 global B2B agency, providing creative advisory services across the entire funnel and customer journey.

- Recruited with mandate of building an all-new creative organization and growth vision for two regions (U.S. and APAC)
- Served on the agency leadership team, which planned short- and long-term strategies for client services and growth
- Achieved rapid growth: 200% YoY in APAC region, 40% YoY in U.S. region in 24 months (\$21M total annual revenue in FY22)
- Took ownership of the agency's highest-value accounts (such as ServiceNow, Xerox, and Microsoft) and increased CSAT by 30%
- Grew the creative department from 4 to 14 staff (350% growth) in 12 months
- Led pitches to global tech clients resulting in signed contracts (Adobe, Alteryx, Collibra, Nutanix, Persado, Upsolver, and Xerox)
- Partnered with the executive team to acquire and integrate five smaller marketing agencies into TMP's culture
- Guided teams to develop and deliver multi-channel creative collateral for brand awareness, account-based marketing (ABM) nurture, and demand gen campaigns for clients; campaign highlights included Collibra's "United by Data" and Persado's "What are Your Words Worth"

#### TALKING RAIN BEVERAGE COMPANY, Preston, WA (Hybrid) | Senior Manager, Creative Studio, 05/2017 to 03/2021

Talking Rain is a privately held company that manufactures and distributes non-alcoholic beverages across multiple brands.

- Hand-selected by the CMO to envision and establish a full-service internal creative department; recruited, trained, and led 18 multidisciplinary creative professionals across three teams for point-of-sale (POS), packaging, and digital/video solutions
- Saved \$750K+ in annual spending by insourcing 80% of agency work to the newly formed creative department; at the same time, captured \$1M in savings over three years by building an internal image studio to capture original video and photo content
- Represented the entire creative organization in meetings with C-suite leaders regarding marketing and sales initiatives
- Evolved corporate, campaign, and product brand guidelines, which were untouched since 1995: defined new corporate motto ("Rain is good for Growth"), mission statement, brand identity, and various campaigns and corporate messaging
- Oversaw all creative outputs (both internally and agency-produced): loyalty program, seasonal campaigns, social and influencer engagement, brand communications, experiential, POS, sponsorships, philanthropy, and product packaging
- Led the highly visible inaugural Cheers to Heroes summer promotion, which was so successful it became an annual 12-week event that drove 30% of total product sales with 250K+ landing page visits and 100K+ hero nomination entries (470% over goal)

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## EXPERIENCE, cont.

### AVANADE, Seattle, WA (Remote) | Group Manager, Global Brand Marketing, 05/2016 to 11/2016

Owned by Microsoft and Accenture, AvanaDE is a global professional services company providing IT consulting services.

- Led development and launch of new AvanaDE holistic corporate brand identity
- Championed consistent best brand practices and stewardship across the entire global marketing landscape, including standards for creative quality, consistency, voice, and cohesiveness across all design executions (both internal and agency-delivered)
- Oversaw approval of all branded materials for brand alignment before production and market launch
- Promoted wider understanding, buy-in, and usage of the new brand visual identity in all programs and departments through internal marketing and training, which was localized to four languages and distributed in all global regions
- Rebuilt the digital asset management (DAM) system with all-new assets, including signage, event and trade show materials, and hundreds of templates for use in emails, social campaigns, website pages, presentation decks, and merchandising

### OUTERWALL, Seattle, WA (Onsite)

Outerwall (now part of Apollo Global Management) was the operator of multiple retail kiosk brands, including Redbox, Coinstar, and ecoATM.

### Senior Corporate Creative Manager, 01/2013 to 05/2016 | Creative Services & Production Manager, 06/2005 to 01/2013

- With this promotion, joined the parent company (Outerwall) to deliver aligned creative excellence, product portfolio awareness, and holistic, revenue-generating cross-sell campaigns
- Created and launched the Outerwall brand in a collaborative initiative with 12 work streams (90+ team members)
- Managed national sports sponsorships with NFL, MLB, MLS, and NASCAR; in one case, delivered greater than 1,000% ROI from the NFL partnership compared to the year-one investment
- Oversaw evolution, implementation, and adherence of corporate, campaign, and product guidelines, as well as a book of third-party creative agencies and production vendors
- With software engineering and product management teams, designed and implemented kiosk UI/UX modernization updates every six months: led agile prototyping, user research, beta testing, and quality assurance for each refresh/update

### ATTACHMATE, Seattle, WA (Onsite) | Creative Services Manager, 01/1999 to 06/2005

Attachmate (now part of Micro Focus) was a global host connectivity SaaS and software B2B technology leader.

- Oversaw a multidisciplinary creative department that maintained corporate websites, multichannel ABM nurture campaigns, product UI/UX, and localization and quality control for global marketing, event marketing, and sales programs
- Managed web design, content and copywriting, beta testing, localization, data capture, and analytics
- Guided all creative outputs: promo landing pages, product packaging, literature, OOH, customer story and demo videos, direct and digital marketing, experiential, and related sales activities
- Promoted from senior graphic designer, 1997 to 1999

**EARLY CAREER:** Served as senior graphic designer or graphic designer at two respected design and marketing agencies.

## ENDORSEMENTS

*"Paul joined TMP at a time of significant transformation, and he was exactly the leader we needed. He brings a calm and thoughtful energy, perfectly balanced with a positive approach and zeal for building great teams, while also doing meaningful work. Paul was an impactful member of the leadership team, helping to guide a growing agency through a pandemic, as well as multiple acquisitions across global regions."*

Harmony Crawford, Former CPO of The Marketing Practice

*"Paul is the best graphic design and creative director I have worked with. Paul's leadership style is to lead by example, but also to foster the strengths of the individuals to collectively create a powerhouse team who are fully rounded and high impact. Very rarely do you find someone who can lead, train and mentor, but also get the work done themselves, and with perfection. Paul's work is impeccable. I admire the culture that Paul drives within an organization. If you are looking for a well-rounded leader with impact, Paul is your person."*

Brian Kuz, Former CMO of Talking Rain Beverage Company

## EDUCATION

### Bachelor of Arts (BA) in Graphic Design

Central Washington University, Ellensburg, WA

### Certification in Management & Leadership

Bellevue College, Bellevue, WA



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Why managing risk and security systems separately is dangerous, and how FS&Is can win with a single platform

A closer look at how integrating risk and security management creates operational resiliency for financial services and insurance (FS&I) organizations

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Real-world decisions to keep AM on the right path.

Xerox Elem Hawking keeps things moving.

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XEROX

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The lean supply chain

How information plus additive manufacturing moves costly links in the process.

Xerox Elem Hawking keeps things moving. Website: Readingtime: 1 Min.

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56% of CEOs have concerns regarding their data integrity.

48% of expected to be disrupted by technology in

100% need data intelligence on their side.

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Innovative Ideas can't protect themselves. That's why you need Rubrik

90% operational time saved

Why the future of manufacturing depends on data protection

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