



PAULSHIAHWEBER

513.253.2768

THEPAULWEBER.COM

PAUL.S.WEBER@GMAIL.COM

LINKEDIN.COM/IN/PAULSWEBER



Multidisciplinary Creative that self-identifies as a swiss army generalist, specializing in deep-dive conceiving, video, and pop culture. Connects with target audiences and growing social media-focused communities through intentional, on-brand storytelling methods.

Self Employed | Freelance | 2023 - Present | Remote

Clients: PrayTell, Off Base, Footlocker, BackBone, Lily.AI, LesserEvil

- Experienced professional with a background in both in-house and agency environments, successfully transitioned into freelancing. Currently, I serve as a versatile consultant, offering expertise in production, strategy, social media planning, motion graphics, and editing to enhance and elevate brand initiatives.

Super Digital | Senior Creative Art Director | 2022 - 2023 | Remote

Clients: Xbox, Microsoft

- Spearheaded the end-to-end management of Xbox's TikTok feed content creation, overseeing the entire creative process from initial ideation to client presentation and eventual final delivery.
- Collaborated with cross-functional teams to conceptualize and produce engaging shorts and series for Xbox's YouTube channel.
- Cultivated strategic partnerships with video game publishers to promote new gaming titles, hardware, and content for larger activations, effectively presenting innovative ideas and obtaining approvals from various critical stakeholders.
- Established and optimize streamlined processes between Account, Strategy, and Client teams, enhancing efficiency and effectiveness in the creative workflow.

Complex Networks / BuzzFeed | Content + Art Director | 2018 - 2022 | New York City

Clients: Xbox, Timberland, Reebok, Hot Ones, Sneaker Shopping, Spotify, Amazon, Twitch, Caffeine

- Managed a team of 12 direct reports (creatives, freelancers, and producers). Worked cross functionally with internal Audience Development, Marketing, Business Intelligence, and Editorial teams, clients, and third party agencies to ensure creative deliverables are on time, under budget and aligned with brand objectives, successfully securing multi-year promotional partnerships with Spotify, Amazon, Twitch, and Caffeine.
- Partnered directly with Social Media and Production teams to strategize a viable social cadence, create custom static content, manage a variety of budget ranges, allocate resources, implement quality control methods, and deliver final assets to the client.
- Promoted and covered live activations including ComplexCon, a convention that garners 50K+ attendees per year, and ComplexLand 1.0, 2.0, and 3.0, a virtual Web3 online festival.
- Wrote articles for Complex Pop Culture's vertical dedicated to gaming, tech, and pop culture; forging relationships with tech partners like Microsoft, Apple, Samsung, Meta, Intel, Analogue, ultimately resulting in Complex expanding its digital tech footprint.

Verizon Hearst Media Partners | Creative Lead of Audience Development | 2016 - 2018 | New York City

- Created a cohesive digital journey for consumers to follow, moving traffic from social media to television and streaming with Verizon's Go90 and Complex on Fuse.
- Proactively launched and programmed content for Rated Red Gaming, a southern millennial gaming brand. This initiative resulted in 15K followers over the first month, and eventual growth to 25K followers across platforms in 3 months' time.

VaynerMedia | Video Director | 2013 - 2016 | New York City

Clients: ABInBev, Spotify, GE, Mondelez, Unilever, Diageo and PepsiCo

- Built the agency's first-ever video team and grew it from 2 to 50+ creatives over the course of 3 years, cultivating, brainstorming, and researching a video-first approach to social media content on Facebook, Instagram, and Twitter.
- Filmed, edited, animated and produced GIFs, videos, and anything that moved for all digital platforms.

Human Rights Campaign | Freelance Art Director / Producer | 2012 - 2014 | Washington D.C.

- Spearheaded the 'Equality Rocks' campaign, centered around artists and musicians in support of marriage equality. Designed and illustrated merchandise + apparel, led all aspects of video (filmed, edited, and produced all footage), and strategized social media marketing efforts.
- Acted as the Lead Motion Graphics Artist and Illustrator for several cause-based initiatives (i.e., Equality Rocks) and artist campaigns (Kesha, Justin Bieber, Phoenix, CSS, the Yeah Yeah Yeahs, and more).

Tool Kit

Adobe Creative Suite (Premiere, PhotoShop, Audition, Illustrator, After Effects, Indesign), Camera (5D iii, C100, fs5, fs7, arri alexa, Phantom Flex 4k, RED Dragon), Html, CSS

Skills

Art Direction, Marketing, Social Media, Team Building, Leadership, Advertising, Branding, Strategy, Copywriting, Production, Video Editing, Graphic Design

Interests

Creative Direction

Playing with MSPaint and making videos at 5 years old was the a soft intro to the business

New Media / Brand Building

Grew a self-started TikTok brand from 0 to 12K followers in under 4 months

Pop Culture

Created a personal Video Game and Pop Culture Instagram Channel with 3k+ followers.

Education

Miami University of Ohio

Bachelor of Fine Arts, Graphic Design
Double Major, Interactive Media Studies