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[www.linkedin.com/pub/jeffrey-paul/b/488/76](http://www.linkedin.com/pub/jeffrey-paul/b/488/76) (LinkedIn Profile)

[www.maestrocomm.com/professional.htm](http://www.maestrocomm.com/professional.htm) (Web Portfolio)

## SUMMARY OF QUALIFICATIONS

Accomplished, versatile and enthusiastic **marketing communications professional** with over twenty years progressive experience to include demonstrated proficiency and expertise in the areas of:

**Copywriting / Editing**

**Strategic Planning / Project Management**

**Print / Electronic Publishing**

**Web Administration / Implementation**

**Content Marketing / Social Media**

**Multimedia / Video Production**

Along my career path within the corporate, non-profit and entrepreneurial worlds I have been fortunate to build upon a reputation as a creative, technologically-astute and motivating team player. I have also become known as a project manager who can consistently be relied upon to formulate engagement strategies and then work to develop marketing communications deliverables that leverage the most effective, innovative and cost-efficient resources to build brand, foster growth and yield successful business results.

## PROFESSIONAL EXPERIENCE

### UNITEDHEALTHCARE GLOBAL

Minnetonka, MN

*Marketing Communications Copywriter / Project Manager*

Apr. 2017 - Present

Marketing communications copywriting and project management (contract) for UnitedHealthcare Global, a division of United HealthGroup, a Fortune 6 enterprise with annual revenues in excess of \$184 billion. UHC Global is the only single-source provider of health care, security and insurance solutions in the global employee benefits and services industry, with expertise serving global expatriate and traveler markets.

- Build comprehensive communication plans, interview subject matter experts to gain insights, and apply findings to develop core content. Adapt core content across multiple communication channels reaching a range of audiences, including internal, sales prospects, clients and members. Deliverables include B2B and B2C collateral, direct-to-market mass communications, proposal database language, presentations, consumer-focused educational materials, brochures, newsletter articles, mass e-mails and web copy.
- Work with in-house creative team to develop and present content in branded, visually-appealing, visually informative ways. Deploy finalized communication products to a range of portals and technologies.

### MAESTRO COMMUNICATIONS

Lakeville, MN

*Owner*

Sept. 2016 - Apr. 2017\*

Owner of a marketing communications freelance business. Methodology is to evaluate the client's business needs and marketing budget, strategically advise and then implement, either exclusively or with associates, individual or integrated communications on a sole project or contractual basis. Responsibilities include writing and editorial, desktop publishing, graphic design, video and web/multimedia applications.

\* Also conducted business from 2/13-11/13

### U.S. BANCORP

Minneapolis, MN

*Marketing Communications Manager*

Nov. 2013 - Aug. 2016

Orchestrated and executed the marketing communications needs for ATM and Debit Services division of Elan Financial Services, a business unit of U.S. Bank and leader in the EFT (Electronic Funds Transfer) payment services industry, as well as one of the largest ATM processors and drivers in the nation.

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**U.S. BANCORP** (continued)

- Conceived, developed and implemented a wide variety of business-to-business product marketing, sales and promotional materials to member financial institutions, ISOs and gaming industry segment clientele. Working with Product Managers and subject matter experts, was responsible for overall messaging, concept development, writing/editing and production coordination of marketing and educational materials, sales collateral, tradeshow promotions and other corporate communications projects.
- Designed and distributed digital e-mail and direct mail print campaigns, created content for and administered web marketing-on-demand sites, as well as Elan corporate website.

**KATUN CORPORATION**

Bloomington, MN

*Senior Marketing Communications Specialist*

Nov. 2004 - Dec. 2012

Responsible for leading efforts, from concept through delivery, of external print, digital, web and video/multimedia marketing communications, sales and promotional materials for one of the world's leading providers of aftermarket OEM-compatible imaging supplies for printers, copiers and multi-functional devices. Participated in the development and execution of business-to-business marketing plans and strategies. Developed production schedules and managed resource activities to meet budget requirements.

- Primary copywriting/editorial resource, as well as managed creation of marketing materials, including print collateral, technical literature, advertising, newsletters, web content and digital broadcast e-mails.
- Conceived and implemented corporate videos and generated multimedia animations for a variety of uses.

**ADDITIONAL RELATED EMPLOYMENT**

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STINSON LEONARD STREET LLP

*Communications and Publications Manager*

CLARK/BARDES CONSULTING BANKING PRACTICE

*Marketing Communications Specialist*

GREATER TWIN CITIES UNITED WAY

*Publications Manager*

**ACADEMICS**

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UNIVERSITY OF ST. THOMAS

St. Paul, MN

*Bachelor of Arts, Journalism*

- Minor Concentrations: Communications and Psychology
- Member of Tau Kappa Epsilon Fraternity
- Internships: MINNEAPOLIS STAR TRIBUNE (Display Advertising), HELPING HAND HEALTH CENTER (Public Relations)

**TECHNICAL EXPERTISE**

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Advanced software proficiency in a variety of applications and tools, including Adobe products (InDesign, Illustrator, Photoshop, Dreamweaver, Flash, Premier, Experience Manager), Microsoft Office (Word, Excel, PowerPoint, Project), SharePoint, Sony Vegas Movie Studio, iMovie, Constant Contact, Exact Target, WebEx.

**OTHER ACCOMPLISHMENTS**

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Under Maestro Communications, was publisher and managing editor of Minnesota Recreation, a periodical celebrating the diverse recreational opportunities and unique quality of life in Minnesota. Publication was available at over 300 locations throughout the Twin Cities metro area and outstate. Chosen by the Minnesota Historical Society to be permanently archived in their History Center's library. Duties included feature writing, editing, desktop publishing, sales, marketing and distribution. Also was publisher/managing editor of Lakeshore Living, a lifestyle publication dedicated to the beauty and preservation of Minnesota's lakes.