

PAUL KRUGER CREATIVE | ART DIRECTOR

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EXPERIENCE / FULL TIME

DELLA FEMINA ADVERTISING

Associate Creative Director 2019 - 2023

Oversaw creative teams. Lead digital and social creative strategy. Managed creative presentations and new business pitches.

Sr. Art Director 2010 - 2018

Lead junior teams. Created campaigns for a wide range of clients including Frangelico Liquor, Starkist Tuna, ShopRite, healthcare systems like Atlantic Health and Catholic Health and various wine and spirit portfolio brands of Frederick Wildman.

Art Director 2005 - 2019

Worked with a wide variety of clients including Toshiba, Honda, Frangelico, Purdue Pharma, Valley National Bank and many more, creating full 360° campaigns of TV, OOH, print, digital and social.

HASSENSTEIN DESIGN

Art Director 2004 - 2005

Design work based in package design, setting up complex 3D concepts and mechanicals.

HEITNER WEISS ADVERTISING

Junior Art Director 2002 - 2004

Worked on campaigns, concepts & layout for Alizé Liquor, Denon sound, & Vedula Diamonds.

UNITEL INTERACTIVE

Intern / Art Director 1996 -1998

Created an interactive PR demonstrations. Worked on image retouching, color separation.

EXPERIENCE / FREELANCE

FIFTEEN DEGREES - Worked on 360 new business pitch for a destination client

WIEDEN & KENNEDY - Created artwork for guerrilla advertising project for the SVA account.

THINK 360° - Created online rich media banners & other fun interactive components.

EDUCATION

SVA (School of Visual Arts)- New York, NY. B.F.A. Major: Graphic Design and Advertising, including Sal Devito in his agency, Devito-Verdi.

PUBLICATIONS / AWARDS

SCVA Cardio Vascular Award for Atlantic Health - Gold & Silver

OTC Award (Over The Counter Pharma) for Colace TV - Merit

Advertising Week Futures Competition 2006 - Taught H.S. Students about Advertising.

Graphis 2003 New Talent Client, Miracle-gro.

One Show 2002 - Young Creative Competition.

SKILLS

Indesign, Photoshop, Illustrator, Photo Retouching, Social Media, Sketchup 3D Modeling, Creatopia
Html5 Banners, CapCut Video Editing, Wix Website Design, Presenting / Public speaking, Carpentry.