



PAUL V. MARTIN

FREELANCE MARKETING CONSULTANT AND DESIGNER

A high performing marketing and communications consulting professional. Possessing over 25 years of business consulting, marketing, communications, IT, agency, and design experience.



CONTACT

- (416) 704 - 4776
- 271 Waterford Gate, Pickering, ON
- paul@hiprofile.com
- www.hiprofile.com
- /Hi_Profile
- /HiProfile

COMPETENCIES

Branding, Corporate Communication, and Copy Writing, Marketing Strategy, Advertising, Print, Digital Advertising, Web Design and Delopment, Email, Videography, Photography, Social Media, Multimedia, Art and Creative Direction.

EDUCATION

- Bachelor of Science** **University of Windsor / Windsor , ON.**
1988-1992 Studied Chemistry and Classical Civilization
- Drawing Certificate** **CBA Workshop / Detroit, MI.**
1990-1994 Trained in Illustration, Storyboards, Script Writing, Film and Television By award winning industry professionals
- Illustration** **George Brown Collegiate / Toronto, ON.**
2001-2002 Studied Life & Figure Drawing, Anatomy, Illustration, and Cartoons

EXPERIENCE

Hi Profile	Marketing Consultant	(Various/Freelance)	Toronto, ON, 1996 - Present
Centennial College	Adjunct Professor	(Education)	Toronto, ON, 2017 - Present
Centennial College	Sports Info & Marketing	(Education)	Toronto, ON, 2012 - 2017
Encode Media Group	VP Operations	(Agency / Media)	Detroit, MI, 2008 - 2012
North Plains Software	Marketing Manager	(B2B Software / DAM)	Toronto, ON, 2006 - 2008
Encode Media Group	Creative Dir.	(Agency / Media)	Detroit, MI, 2005 - 2008
Urb ^a n Music Assoc.	Director of Marketing	(Entertainment / Music)	Toronto, ON, 2003 - 2008
Encode Media Group	Assoc. Creative Dir.	(Agency / Media)	Detroit, MI, 2001 - 2005
Edisoft Inc.	Marketing Manager	(B2B E-Commerce / EDI)	Toronto, ON, 2000 - 2006
Homedica Inc.	Marketing Director	(Healthcare)	Toronto, ON, 1999 - 2000
Shock Studios	Creative Director	(Creative Agency)	Toronto, ON, 1996 - 1999
Centennial College	Program Coordinator	(Employment)	Toronto, ON, 1994 - 1996
	Jobs Ontario Youth		

SKILLS

DIGITAL

- Photography
- Videography
- HTML & CSS
- Javascript
- PHP & MySQL
- MS Access DB
- SEO
- Adwords
- Analytics
- Email

SOFTWARE

- Photoshop
- Illustrator
- Indesign
- Acrobat
- CorelDraw
- Vegas
- Premiere
- SoundForge
- After Effects
- MS Office

WEB/PRINT/GRAPHIC/MEDIA/PHOTO/VIDEO

CONSULTANT



HiProfile

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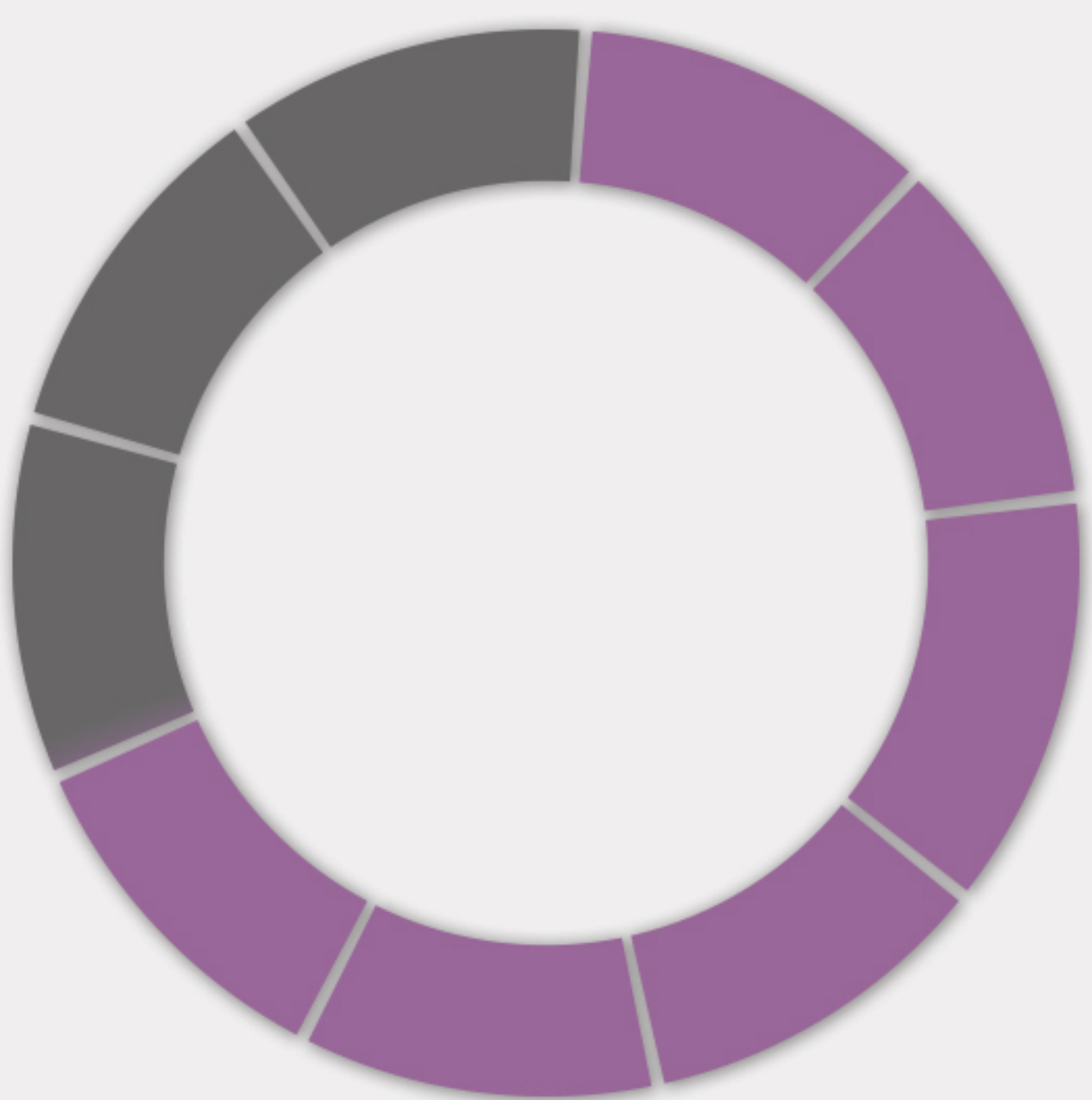
25+ YEARS FREELANCE



PROCESS



NUMBERS



70% DIGITAL



30% PRINT



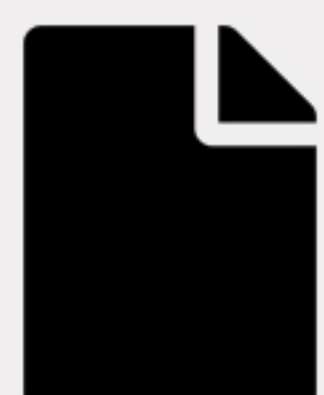
500+ Projects



200 Clients



300+ Print Pieces



100+ Web Sites



∞ Photos



60 Apparel Items



50 Videos



20 Magazines



SOME NOTEABLE CLIENTS

ACTIVISION®

Gillette™

Deloitte.



MARVEL

BMO



HOBBIES



SYSTEMS



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IDEATION/MARKETING/PROJECT MANAGEMENT/ART DIRECTION/GRAPHIC DESIGN