# Hello! \_

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# Paul Lempa

## **EXECUTIVE CREATIVE DIRECTOR**

#### PREFACE

Award-winning and innovative creative executive with 25+ years of client and agency-side leadership experience. Most recently, created game-changing brand campaign for Caesars Sportsbook, driving instant market recognition and multimillion dollar revenue growth, in just 99 days. A charismatic, and proven leader whose passion for excellence in creative inspires team members.

#### EXPERIENCE

#### **Executive Creative Director**

2021 - 2023

Caesars Digital

Responsible for all of Caesars Sportsbook & Casino's visual creative development. Instrumental in delivering effective branded communications that brokethrough in a crowded gaming landscape, driving brand awareness up almost 20% in it's first year. Managed team of 20+ designers and worked closely with creative and business leads across all channels.

## Highlights

- Designed and developed a comprehensive brand launch campaign, including app icon, logo and overall look and feel, to fulfill \$500M media budget
- Managed creative development for more than 25 strategic partners across all media and sports, including; CBS Sports, ESPN, the NBA, and the NFL
- Oversaw the design of all Caesars Sportsbook in-arena lounges, including Capital One Arena, Citi Field and Madison Square Garden
- Creative directed all brand photography, working with A-List ambassadors Halle Berry, JB Smoove, Vince Vaughn and the Manning Family
- Developed the Caesars Sportsbook Truck Tour, an expansive multimedia fan engagement experience that featured a fully loaded 18-wheeler traveling across the U.S.

## 2011 - 2021

#### Creative Director for Design, Studio1

TD Ameritrade

Instrumental in establishing the Creative Studio, an efficient, and effective cost-savings center for the Marketing Department. Partnered with Marketing leaders to recruit and staff a talented, full-service, creative team. Tasked with defining and maintaining the highest standards of design direction for our brand in all marketing applications. Managed the creative direction of our largest projects as well as the career path of all designers on our team.

## Highlights

- Developed "Like You", TD Ameritrade's Rio Olympic Campaign in partnership with ESPN
- Designed and developed TD Ameritrade Enterprise brand standards
- Oversaw creative development for TD Ameritrade's NFL partnership
- Creative directed TD Ameritrade Photo Library
- Design directed TD Ameritrade Network Launch

## Paul Lempa

## CREATIVE DIRECTOR

#### EXPERIENCE - cont.

#### 2005 - 2010

#### **Creative Director**

Wilson RMS

Directed all facets of creative production for a full-service marketing agency. Lead the creative services for clients such as AAA, Charter, Guthy Renker, MegaBrands and Wells Fargo. Lead a creative staff of more than 20 people (including art directors, writers and developers) to deliver campaigns across all media.

### Highlights

- Created international broadcast and online advertising for MegaBrands
- Developed an integrated re-branding campaign for United Water
- Managed creative department responsible for overall client billings of \$16M

#### 2001 - 2004

#### **Creative Director**

**Starpoint Solutions** 

Developed new media, marketing strategies ranging from interactive games to site development for clients including PBS, Starwood Hotels and Vanity Fair magazine. Supervised a team of 10 art directors and web developers.

## **Highlights**

- Designed interactive sales tools for Men's Journal and Vanity Fair.
- Designed award-winning marketing for the PBS documentary, Avoiding Armageddon
- Managed development of online promotions for Starwood Hotels

#### 1998 - 2001

## **Design Director**

Tumble Interactive

Designed first of its kind, CD-ROM and web-based promotional materials for ABC TV, GQ Magazine, and the Rock & Roll Hall of Fame

## **Highlights**

- Designed the award winning CD-ROMs for ABC's Storm of the Century Premiere
- Designed an interactive jukebox for the Rock & Roll Hall of Fame
- Created Epcot's "Millennium Celebration" interactive press kit for Walt Disney World

## EDUCATION

## Pratt Institute

Graphic Design Program 1994

## New York University

BA History 1992

## MISC.

Clio Award Juror, 2022

Museums on Main Street, Smithsonian Museum, Fine Art Exhibitor, 2011