

Paul Lempa

Creative Design Executive

Strategic creative leader with over 20 years of experience in driving brand identity, CRM excellence, and multimillion-dollar revenue growth for major gaming and finance companies. Expert in creating and scaling data driven creative strategies and leading cross-functional teams to launch comprehensive brand campaigns across all media. Proven success in defining and scaling design guidelines across large, matrixed organizations and managing multidisciplinary teams.

Bally's Interactive North America

Creative Director, Brand Design | 2023 – 2025

- Spearheaded the rebranding of the Bally Bet Sportsbook & Casino, ensuring design consistency across all platforms
- Assembled a creative team tasked with launching a comprehensive digital product and brand campaign across all platforms
- Launched the first Casino App in Rhode Island managing a multi-faceted campaign
- Re-established partnerships with the NFL, NHL, and WNBA, expanded creative cross-promotions, arena signage, and video

Caesars Digital

Executive Creative Director | 2021 – 2023

- Directed all creative development for Caesars Sportsbook & Casino's award-winning launch campaign (\$500M Media Budget)
- Drove brand awareness up almost 20% in the first year, breaking through a crowded gaming landscape
- Managed development of branded digital media for strategic partners, including Amazon, CBS Sports, ESPN, MLB, and the NFL
- Led creation of all co-branded marketing, in-arena communications, and retail locations in partnership with MLB, NBA, and NFL
- Directed all brand photography, collaborating with A-List ambassadors Halle Berry, JB Smoove, and the Manning Family
- Collaborated with Product Team to build scalable design systems that provide high quality brand experiences
- Partnered with NYU to mentor grad students on a Responsible Gaming Campaign, championing responsible design practices

TD Ameritrade

Creative Director, Brand Design, Jersey City, NJ | 2011 – 2021

- Instrumental in establishing the Creative Studio, an efficient, cost-savings center that unified product and marketing design
- Led the development of all TD Ameritrade Retail and Trade Show experiential design
- Developed Award-winning, "Like You" TD Ameritrade's Rio Olympic Campaign in partnership with ESPN
- Designed and developed TD Ameritrade CRM customer journey, using analytics to optimize engagement
- Oversaw creative development for TD Ameritrade's NFL partnership
- Collaborated on interior design of TD Ameritrade brick and mortar locations

Wilson Relationship Management Services

Design Director | 2005 – 2010

- Directed all facets of creative production for a full-service CRM marketing agency with client billings of \$50M
- Lead the creative CRM creative services for clients such as AAA, Charter, Guthy Renker, MegaBrands, and Wells Fargo
- Created international broadcast and online advertising for Cindy Crawford's Meaningful Beauty
- Developed an integrated re-branding campaign for United Water

Education

New York University - BA in History

Pratt Institute - Graphic Design

Miscellaneous

Clio Award Juror, 2022-23

Clio Short List Award, TD Ameritrade, 2019

Communication Arts Design Annual, Finalist, ABC TV, 2002

Smithsonian Museum, Fine Art Exhibitor, 2016

Contact

(201) 978 0674 | paullempa@gmail.com | Jersey City, NJ

<https://paul.studio1portfolio.com>