

Paul Liotta

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Education
Johnson & Wales University, Providence, RI
B.S. Strategic Advertising; May 2013
Concentration: Retention Marketing
Media & Production, Candlelight Communications - JWU

Relevant Experience

Apple - Specialist/Family Room Specialist/Genius *September 2011 - Present*

- Exceeds customer expectations by providing proper solutions for computers/mobile devices and sales
- Provide insightful advice and friendly, hands-on technical support
- Diagnose issues on the spot, explaining situations with patience and empathy while being timely and efficient

Candlelight Communications - Media & Production - JWU *February 2012 - May 2013*

- Competed in the National Student Advertising Competition (NSAC) for Nissan North America and Glidden
- Organized a television buy with a budget of \$44 million resulting in 2,883 GRPs and over 2 billion impressions
- Led a team that developed a highly targeted, relevant integrated media plan with a budget of \$10 million using traditional, non-traditional, digital and in-store that delivered over 5 billion impressions over a 5 month period
- Developed creative concepts based on strategy to increase sales of Glidden 2N1 paint sold exclusively at Walmart
- Worked with creative team to develop multiple :15 & :30-second television commercials using Motion 5, Flash and Keynote

Hill Holliday - Media Planning Intern *September 2012 - December 2012*

- Helped monitor, maintain and optimize campaigns for Liberty Mutual, Safeco and Dunkin' Donuts
- Assisted pulling reports, creating competitive analysis decks, managing data files and updating flowcharts

Google Online Marketing Challenge - JWU *April 2012 - May 2012*

- Created an online advertising strategy with the use of search engine marketing to create awareness for Gallery Night Providence amounting in over 200,000 impressions and 223 clicks in three weeks

Better Shred - Strategy & Production - JWU *February 2012 - May 2012*

- Designed a public relations plan to end the stigma of mental illness in the workplace
- Produced a video used for lead generation and creating awareness of the organization's social venture mission

Newport Maritime Center - Media Planner - JWU *March 2012 - April 2012*

- Developed an integrated marketing campaign as well as created a comprehensive target market profile and media plan to raise awareness about their new facility

Rhode Island Coalition for the Homeless - Production Director - JWU *March 2012*

- Produced a video for RICH's annual luncheon viewed by 400+ individuals including the Governor of RI and US Senators

Honors and Awards

National Student Advertising Competition
District 1, 1st Place - April 2012 & April 2013
Nationals, 3rd & 4th - June 2012 & June 2013
John J. Bowen Experiential Education Leadership Award
Inaugural Award - May 2013

Professional Skills

Apple Certified Technician, Mac OS X, iOS, iLife Suite,
Atlas Solutions, MediaBank, Media Math,
SRDS, MRI+, Nielsen Ad*Views,
Microsoft Office, XP/Windows 7-10