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## Highlights and areas of business development that Paul Cammarata had lead or initiated for the organizations and teams that he managed.

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### Business Development

#### Setting up Satellite Studios

While employed at the Long Island headquarters of Curran & Connors, Paul was the lead executive to set up satellite design studios Fort Lauderdale, Florida, San Francisco, California and in the vicinity of Chicago, Illinois. In each of these studios, an art director who was directly managed and trained by Paul was promoted and moved from Long Island to lead the day to day design efforts in each studio. He helped lead the initiation phases for each studio, including, hiring, studio set up, establishing communication and organization efforts (with headquarters and sales teams), as well as leading our open house for studios to welcome clients and potential clients.

Paul continued to oversee these studios, and was responsible for training the team members, management oversight, building vendor relations and adding in-studio typesetting/proofreading in both Florida & California.

#### Initiated Creative Production Department

While employed at Curran & Connors, Paul was asked by the president of the company start a print production department. This was in an effort to save lost costs, improve quality and better manage vendors. In this company venture he initiated many efficiency, quality control & workflow efforts. Paul also initiated and managed the growth of image creation and retouching efforts, which became an added venue driver for the company.

The department grew into overseeing, print, image, cross-platform & marketing efforts for the company. The department helped improve collaboration, constancy, quality & the expediting of print & interactive creative efforts. Along with the expansion of the department, Paul lead company wide training in a variety of areas, paper vendor management and still designed and art directed client work.

#### Sector Development

As a VP of creative services for Curran & Connors, he initiated or lead business development efforts for strategic creative of branding, advertising and marketing efforts in the following areas:

- Design firm proposals
- Branding efforts for clientele
- Advertising process development and oversight
- Environmental design efforts
- Develop margin expectations & vendor relations for publication work
- Driver to better establish and increase presentation design
- Establish and improve cross platform work
- Help company build motion graphics & videography
- Specialty Printing development
- Online publishing
- Infographics (for investor relations and marketing needs)

At his current employment at EY as well as at Curran & Connors, Paul became the business driver to develop and support the following areas:

- Design business that supports EY's Global 360 Accounts including; including; Automotive, Manufacturing, Media & Entertainment and Pharmaceutical industries
- Design business that supports EY's Government Accounts, including; Federal, State, Local and Education
- Design business that supports EY's Financial Service Offerings
- Interactive & Animated Presentation design business
- Photography
- Videography
- Motion graphics (video & animation)

#### Considerations of technology for cross marketing

There are endless possibilities for design, branding and marketing needs. Below are some area's which Paul is currently or previously been involved with his teams to research and develop for specific uses.

- Video in print
- Instant Magazine (online publication)
- ePubs
- Touch cast (interactive video marketing)
- Web design & development
- Augmented reality
- App or code related QR codes
- LinkReader (print-App - Video)