



# Paul Weber

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## PROFESSIONAL EXPERIENCE

### Complex Networks

Aug 2018 - Present  
New York City

### Promotional Team Lead

I am the creative lead of Audience Development, Marketing and Social Media at Complex Networks. I run a team across Complex, First We Feast, Pigeons and Planes, and Sole Collector to promote our original shows on Youtube, Facebook, Instagram, Twitter, TikTok, Hulu, Netflix, and many other platforms. I lead in the creation, branding and marketing of social content, series, and ADs for our social platforms, as well as, OOH and Print to help to create content that promotes our Brand. I help promote and cover live activations including ComplexCon, Complex's convention that has well over 50k attendees per year, and ComplexLand, our new virtual festival.

### Verizon Hearst Media Partners

Aug 2016 - Aug 2018  
New York City

### Creative Lead

Verizon Hearst Media Partners was a joint partnership made to create content and support Verizon and Hearst's streaming network Go90. I ran the creative team on the Audience Development side. The brands included Complex Networks (Complex, First We Feast, Pigeons and Planes), Rated Red, and Seriously.tv. My team helped build the audiences of those brands as I worked to move traffic from social to television and streaming with Verizon's Go90 and Complex on Fuse.

### VaynerMedia

Aug 2013 - Aug 2016  
New York City

### Video Director

I was the Video Director for a variety of clients including AB INBEV, Spotify and PepsiCo. I grew a team from two people to fifty over the course of three years. My role included brainstorming strategy for digital content across all social platforms, as well as filming, editing, animating and producing gifs, videos, and anything that moved for any platform. Working with VaynerMedia gave me an advanced understanding of social platforms nuances and content strategies.

### Qorvis

Jan 2012 - Aug 2013  
Washington D.C.

### Graphic Designer

I was the motion graphics coordinator for a wide variety of clients including Cisco, PwC and Boardwalk Fries. I designed with the digital team to develop fully-integrated branding campaigns for clients such as ISRI and Fiji that include websites, logos and print materials. I also collaborated with the advertising team to make concepts, storyboards, and animatics for national television spots for clients, which include AAMCO.

### HRC

2012 - 2014  
Washington D.C.

### Freelance

I designed motion graphics and collateral material for a campaign called "Equality Rocks." Additionally I helped produce/film and edit video assets for the campaign. Other works included designing for the as a freelance illustrator, creating apparel for their artists outreach programs.

## INTERESTS

### Creative Direction

My passion for making creative work started as a kid who loved using photoshop and making videos. I went on to receive a Degree from Miami University as a double Double Major in Graphic Design and Interactive Media Studies. From there I constantly have worked in the creative industry with other talented individuals creating great content. Print, Web, Social, TV, and Experiential if it's creative I've had some experience working with it.

### New Media / Brand Building

I've been making content for the internet for as long as I can remember. In college I worked with a team to make a social and gaming strategy for Pringles, which took them from 3M to 12 million followers on Facebook in 6 months. Working at VaynerMedia took those skills further as I had the opportunity to work with many more brands in social. From there working with Complex along with many other brands has allowed me to understand new media from a Publishers perspective and the best in class strategies from an Audience Development and marketing standpoint as well. Finding out where consumers give their attention, then putting entertaining and innovative content there is what I love to do.

### Pop Culture

Good creative is the combination of many interesting ideas from many different sources. Video Games, music, movies, tv, travel, art and pop culture have always been my greatest sources of inspiration.

## EDUCATION

### Miami University of Ohio

Bachelor of Fine Arts, Graphic Design  
Double Major, Interactive Media Studies