PAUL FERGUSON
CREATIVE GUY

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WHAT IT'S ALL ABOUT

Engaging audiences with compelling brand stories that inspire action. Driving business success with strategic ideas that reflect a company's core identity. Helping clients define and align around marketing strategy and goals. And having fun doing it.

SKILLS AND EXPERIENCE

Creative direction, team leadership and creative strategy for digital, traditional, mobile, social and experiential marketing initiatives. Strategic guidance, project definition and creative project oversight from concept to completion, working closely with clients to produce high-quality work on time and on budget.

Direction of teams of designers and writers in concepting and executing smart, strategic creative work, in tandem with strategy, user experience, content development and technical development team members.

JOB EXPERIENCE

Paul Ferguson, Creative Guy – *UX/UI & Creative Services (present)*
Strategic thinking, client guidance, smart creative and research-driven UX. Inspired ideas that deliver results while bringing companies and their customers closer together.

Schermer – *Creative Director (2018-2022)*
Creative oversight and management of creative team and strategic account-level guidance, new business development, creative oversight and mentorship. Clients include 3M, Red Wing Shoes, Resideo, Digital River, GE, Thomson Reuters.

Tad Ware & Company – *Creative Director (2015-2018)*
Management of creative team, overall agency creative approach, new business development, creative oversight and mentorship. Clients included Cargill, Boston Scientific, Chuck & Don's, Ocean Spray, Tastefully Simple, Daisy Brand.

Schermer – *Associate Creative Director/Creative Director (2012-2015)*
Creative and art direction, creative strategy, graphic design, copywriting and process development. Clients included 3M, Honeywell, Pentair, H. B. Fuller, Wells Fargo, Deluxe, GN ReSound, C. H. Robinson, Datacard, General Mills.

Popular Front – *Associate Creative Director (2011)*
Creative and art direction, creative strategy, graphic design, copywriting and process development. Responsible for creative direction and project team leadership on most projects. Clients included General Mills, Towers Watson, Cargill, Ameriprise, Scholastic.

Gage – *Associate Creative Director (2008-2011)*
Creative and art direction, graphic design and process development. Clients included 3M, Microsoft, Thomson Reuters, Time Warner Cable, UnitedHealth Group.

Earlier positions included Cadria, Departure, Thomson West, marchFIRST, Aveus and Organic.

INDUSTRY EXPERIENCE

Agriculture/Biochemical
Business Services
Consumer Electronics
CPG (Food Industry)
Fashion/Apparel
Financial Services
Healthcare/Medical Devices
Industrial Equipment
Legal/Publishing
Logistics
Manufacturing
Packaged Foods/Supplements
Software Development/SaaS
Travel/Leisure

EDUCATION

University of Iowa
Iowa City, IA
BA Journalism

TEACHING EXPERIENCE

Minneapolis College of Art and Design – Minneapolis, MN

Brainco – Minneapolis, MN

References available upon request