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Summary

Areas business development initiated or lead by Paul Cammarata.

Satellite Studio Expansion & Operations

Curran & Connors, Inc.

Responsible for launching satellite design studios expansion across the US. Mentored, managed and trained each creative studio manager (before, during and after they were promoted to lead a regional studio.) Also responsible for management oversight of studios with responsibilities of training, creative oversight, vendor relations, in-studio sub-department additions (typesetting/proofreading/print production).

- Lead the initiation phases for each studio, including, hiring, studio set up.
- Established viable vendors to support each studio
- Established communication and organization efforts with headquarters and sales team.
- Lead marketing and open house for studios to welcome clients and potential clients.

Creation of Production Department

Curran & Connors, Inc.

Developed the first production department for Curran & Connors. Initially, starting as a print-production department to save lost costs, improve quality and better manage vendors.

- Initiated many efficiency, quality control & workflow efforts.
- Expansion: Managed the multiple efforts to add venue driver for the company, including:
 - > Overseeing, print, image, cross-platform & marketing efforts.
 - > Improve collaboration, constancy, quality & the expediting of print & interactive creative efforts.
 - > Lead cross department training in a variety of production areas.

Business Sector Development / Cross Market Technology & Innovation

Curran & Connors, Inc.

Initiated business development initiatives for strategic brand marketing efforts. Standardized agency brand efforts for proposals, presentations, tradshows, etc.

- Establish and manage agency advertising/publication process
- Research & Develop new offerings to clients
 - > Environmental design | Identity and Brand offerings for clientele | Video in print | Online publishing | Interactive & Video marketing | Web design & development
- Establish and develop cross platform work
 - > Motion graphics & videography | Specialty Printing | Online publishing | Infographics

Image, Motion and Sound Development & Business Innovation Driver

EY (Ernst & Young)

Manage, Research & development of new service offerings to offer clients:

- Design the studio for expansion of photography, Videography, motion graphic and Voiceover work .
- Expand and operationalize service offerings:
 - Video in print | Online publishing | TouchCast video | Augmented reality | Interactive presentations