

Celebrating 25 Years of Creative Excellence & Service

To whom I will be for consideration,

First of all, thank you for allowing me to come this far. It's an honor just being considered for your open **Art Director/Creative Director/Senior Visual Designer** position.

I specialize in visual design & communications, content & experience development, campaign building, branding, production management, packaging, and publishing. In the past five years, I discovered the joys of filmmaking and creating motion graphics. This is why even with 25 years of creative experience, I remain to be teachable.

Recently, I worked full-time as Creative Lead with ZPE® Syststems' in-house marketing & engineering teams in Silicon Valley. Through the decades, my B2C/B2B portfolio diversified through contractual experiences with my typical clients: non-profit organizations and Main Street businesses. Wall Street & well-established companies organically found me throughout my career, which kept my corporate skills sharp and current on B2C/B2B/Channel trends. I pretty much have worked with the biggest industries—tech, government, education, healthcare, the arts, finance, retail, and entertainment, among others.

*I look forward to discovering many things you and I may have in common. I hope you like donuts. :) **Let's chat soon.***



PAUL ERNEST P. EULALIA
(415) 832-9085

Paul Ernest P. Eulalia

CREATIVE & ART DIRECTOR | CONTENT DEVELOPER | GRAPHIC DESIGNER | WRITER | PUBLISHER

(415) 832-9085

PAUL@PEPECREATIVES.COM

SAN FRANCISCO, CA

PEPECREATIVES.COM

With 25 years of experience in visual communications, I am ready and excited to embark on new creative and life-changing adventures. I aim to share my expertise with the next generation of artists and learn from those whose wisdom I am inspired by. My mission is to work with organizations that aim to make the world a better place one artwork, one campaign at a time.



Professional Experience

PEPE Creative Solutions SAN FRANCISCO

1997-Present | Founder & Creative Director

As a creative consultant, I have delivered to a diverse clientele from Southeast Asia and the Americas everything that is print, web, and film.

I am also well-versed with team building, production, vendor procurement, and "making things happen."

PEPE Creative Solutions is a family business with my brothers as partners.

ZPE® Systems, Inc. FREMONT

2021-2022 | Creative Lead, Marketing

I accomplished elevating their brand by adding "Tech Company with a Heart" to their reputation with approachable, entertaining imagery and voice.

Working closely with experienced and talented marketing & engineering teams, I ensured the brand was always on-point across print, social media, and film. I delivered (from imagination to tangible) videos, product catalogs, presentations and event collaterals, UI/UX design, B2B/channel campaign & content development, and drafting, among others. I also managed vendor & talent relations.

ZPE is a networking hardware & software solutions company.

Castro Country Club SAN FRANCISCO

2010-2021 | Creative Consultant

I led and executed outreach campaigns in print and social media, which elevated its brand along with its Executive Director. At high risk of losing CCC to its previous owner, we resolved this by raising millions of dollars and volunteers that saved CCC from eviction.

Advocacy: Creating Safe Spaces & Events and Fellowship for People in Recovery

Standard Extracts™ HUMBOLDT COUNTY

2019-2021 | Creative Consultant

I built and developed the startup's brand from the ground up – logo, packaging, swags, online store, event collaterals, etc. I worked closely with its founding farmers whose business continues to "bloom."

Standard Extracts™ is a cannabis farm and extracts manufacturer.

Q Foundation SAN FRANCISCO

2013-2020 | Creative Consultant

I spearheaded campaigns for print & web and helped design their mobile & desktop UI/UX for client & partner relations and ensured these generated funds and served more clients in need of housing and security. I directly collaborated with the Foundation's Executive Director and dabbled in event organization and social work.

Advocacy: Homelessness & Eviction Prevention

GLBT Historical Society SAN FRANCISCO

2016-2019 | Creative Consultant

I collaborated with a team of Museum & Archive managers and its Executive Director with a mission to elevate its brand by building campaigns for print and web. This raised money and kept its mission socially relevant. I also managed their website and supervised the production of printed materials like commemoratives and replicas.

Advocacy: LGBTQ+ History Preservation



Notable Clients

NON-PROFITS

Grand Ducal Council of San Francisco
Healing Waters Wilderness Adventures
Pets Are Wonderful Support
Trust Women Silver Ribbon Campaign

MOBILE APPLICATIONS

iCars
Invoice ASAP

EDUCATION

St. Albert Catholic Schools
University of California San Francisco

DINING

Dunya Bistro
Lark Food & Wine
Blind Butcher
Moka Café

PROFESSIONALS

Adelante Film & TV
Bertetta Tank Lines
Catam Global Law PC
Martin Bell Productions

PUBLICATIONS

Gloss Magazine
Conscious Being by TJ Woodward
Kahuna Kevin's Cocktail Book

ENTERTAINMENT

San Francisco Latino Film Festival
The Lookout Bar

RETAIL

11 Main (An Alibaba Company)
Fonfrège 1791
PullNot™ Dog Leash
Titanium Male Enhancement

MXD Magazine SAN FRANCISCO BAY AREA

2018-Present | Founder & Publisher

An item off my bucket list, I published MXD in celebration of life, liberty, equality, and justice by ensuring the representation of minorities within minorities in mass media. Currently, we have 250,000 readers awaiting our fourth edition in print and online.

Advocacy: Representation of Minorities in Mass Media;
Raise Awareness on Issues Affecting LGBTQ+s & People of Color

Barlin International Group

MANILA | LOS ANGELES | LAS VEGAS

2003-2021 | Creative & Marketing Director

I oversaw all marketing campaigns and operations on behalf of BIG globally which led the company to where it's at today. Their diverse portfolio ranges from real estate to mortgages and health products.

Founder Susan Barlin is a globally respected philanthropist and businesswoman whose mission is to alleviate poverty through financial opportunities.

MEGA Magazines & Publications, Inc.

PASIG CITY, METRO MANILA

2001-2003 | Junior Graphic Designer

In my maiden position in the corporate world, I generated marketing campaign collaterals for its marketing arm and layout seasonal supplements for its publications. MMPI was where I technically trained about print production (as they print in-house), the basics of typography and graphic design, and corporate best practices.

MMPI publishes one of the Philippines' top lifestyle magazines and also operates as an advertising and public relations agency.



Trivia

BIRTHDAY

May 30, 1980

BIRTHPLACE

Manila, The Philippines

ADVOCACIES

Equality & Equity
Recovery from Addiction

LGBTQ+, PWD, Immigrant Rights
Mental Health Awareness

AWARDS

Philippine Journalism Meet Bronze Medalist, Editorial Cartooning (1996)
Philippine Journalism Meet Bronze Medalist, Sports News (1996)
Philippine Journalism Meet Bronze Medalist, Feature Writing (1996)
De La Salle University Gold Medalist, Editorial Cartooning (1997 & 1998)
De La Salle University Gold Medalist, Sports News (1997 & 1998)
De La Salle University Best Advertising Campaign (1999)
De La Salle University Best Public Relations Campaign (1999)
Gold Medalist, Choir Olympics in Korea (2002)
Castro Country Club Community Ambassador Award (2015)

HOBBIES & INTERESTS

Activist & Volunteer
Performs in drag as Lucy Loose
Plays the piano & guitar
Writes and directs musicals for the Living Sober Conference



Education

2001 **Bachelor of Arts in Communications**

De La Salle University
Dasmariñas, Cavite PHILIPPINES

1999 **Certificate in Fine Arts**

University of the Philippines
Diliman, Quezon City PHILIPPINES

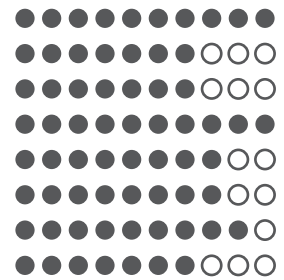
1996 **High School Diploma**

St. Claire School
Tandang Sora, Quezon City PHILIPPINES

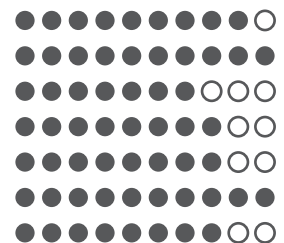


Skill Proficiency

Adobe PS/AI/ID/LR
WordPress via Divi
Coding
Print Design
Web & UX/UI Design
Drawing & Painting
Film & Photography
Animation



Microsoft Office
Content Writing
Public Speaking
Filing & Reporting
Multimedia Editing
Problem Solving
Interoffice Relations



English
Filipino
Spanish



References

Victoria Lavi

Marketing Director
(650) 281-3501

ZPE Systems, Inc.
victoria.lavi@zpesystems.com

Terrence Beswick

Executive Director
(415) 777-5455

GLBT Business Association
tmbeswick@hotmail.com

Coskun Abik

Chef & Owner
(650) 346-8456

Dunyā LLC
baysf@hotmail.com