

Celebrating 25 Years of Creative Excellence & Service

To whom consideration is sought,

*Hello. I'm **Paul Eulalia**. Creative / Art Director. Multi-Awarded Graphic Designer. Content Developer. Dog and Cat Dad. Thank you for making me a candidate for your **Creative Director / Art Director / Senior Visual Designer** position.*

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

Recently, I worked full-time as Creative Lead with ZPE® Systems' in-house marketing & engineering teams in Silicon Valley. Through the decades, my portfolio diversified with contractual experiences with my typical clients: non-profit organizations and Main Street businesses. Wall Street & well-established companies eventually found me, which kept my corporate skills sharp and current on B2C/B2B/Channel trends. My career is privileged for having worked in the industries of 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@PEPECREATIVES.COM
View my portfolio at **PEPECREATIVES.COM**

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 experienced 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 hundreds of thousands of dollars, awareness, and volunteers that saved CCC from eviction.

Advocacy: Creating Safe Spaces 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 outreach campaigns for print & web, helped design their mobile & desktop UI/UX for client & partner relations, and ensured these served a growing number of clients in need of housing and security. I directly collaborated with the Foundation's Executive Director and dabbled in event organization, politics, 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 in elevating its brand by building compelling campaigns for print and web. These kept the organization afloat and its Mission-Vision socio-politically relevant. I also managed their website and supervised the production of tangible materials like commemoratives, outreach collaterals, and merchandise, among others.

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 started out as a Junior Graphic Designer here then eventually worked my way towards the top position at BIG. As director, I oversaw all marketing campaigns and operations on behalf of BIG globally which led the company to where it's at today. Highlights: Launching the American International Real Estate Expo & Convention (2008) and the global food supplement brand, Imuregen® (2016).
 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 employment in the corporate world, I generated marketing campaign collaterals for its marketing arm and laid out seasonal supplements for its publications. It is here that I was 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)
Castro Country Club Community Ambassador Award (2015)

HOBBIES & INTERESTS
 Activist & Volunteer
 Performs in drag as Lucy Loose
 Plays the piano & guitar, arranges and directs music



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