

Paul Ernest P. Eulalia

(415) 832-9085

paul@pepecreatives.com

View my legacy at pepecreatives.com

Objective

To leverage my extensive experience in creative and marketing consultancy, advocacy work, and multimedia design for:

- **Academic credit consideration** to qualify for intermediate and advanced classes at CCSF, in pursuit of an IGETC Associate Degree and a Bachelor's Degree in Social Justice and Film, Television & Electronic Media; and
- **Career advancement opportunities** on-campus and in government to enforce my advocacies in collaboration with mass media professionals & organizations.

Professional Experience

PEPE Creative Solutions San Francisco
Founder, Creative & Marketing Consultant
June 1997 – Present

- Collaborated with celebrated influencers and organizations across industries to create innovative, impactful marketing strategies and materials.
- Provided creative and marketing solutions to small businesses, helping them achieve significant ROI and establish household names in local markets.
- Developed and executed branding and outreach campaigns for arts and cultural organizations, achieving audience growth and increased revenue.
- Designed marketing materials and outreach programs for over 20 non-profits addressing healthcare, social justice, and public health challenges, including campaigns that contributed to advancements in Hepatitis C and HIV/AIDS treatment awareness.

ZPE® Systems Inc. Silicon Valley
Creative Lead, Marketing & Engineering
September 2021 – September 2022

- Directed creative initiatives that elevated the company's competitive presence, including designing marketing collateral, product videos, and customer support materials.
- Developed ZPE's first mascot and video testimonials, resulting in a 300% increase in organic online engagement.
- Contributed to the company's successful acquisition by Legrand in 2023.

Castro Country Club San Francisco
Creative & Marketing Consultant
June 2010 – August 2021

- Led a successful advocacy campaign to secure the Club's location, preserving its role as a vital community resource.
- Designed marketing materials and outreach strategies that highlighted the organization's impact on individuals and the wider community.

Q Foundation San Francisco
Creative Director
April 2013 – April 2020

- Directed rebranding efforts to expand the organization's mission and impact, including co-developing SaaS tools to streamline housing services.
- Played a key role in securing federal and state grants and passing pivotal legislation to address homelessness.

GLBT History Museum & Archives San Francisco
Creative Consultant
April 2016 – October 2019

- Developed strategic branding and fundraising campaigns that doubled annual revenue within the first year of implementation.
- Designed exhibits and marketing materials that empowered underrepresented voices in the LGBTQ+ community.

Barlin International Group Los Angeles / Manila
Creative & Marketing Director / Consultant
October 2003 – Present

- Led creative and marketing efforts for real estate and health & wellness products, impacting over a million network members globally.
- Orchestrated high-profile conventions and marketing campaigns that fostered sustainability and resilience during economic downturns.

MEGA Magazines & Publications, Inc. Metro Manila
Junior Graphic Designer
April 2001 – September 2003

- Designed marketing collaterals and layouts for the Philippines' leading fashion magazine.
- Consistently delivered innovative design solutions, earning the most approved proposals as a junior team member.

Career Highlights

- **Business Growth:** Helped small to big businesses achieve rapid ROI and evolve into successful enterprises.
- **Non-Profit Advocacy:** Designed campaigns that raised awareness, funding, and participation for social and public health causes.
- **Creative Impact:** Produced multimedia content and marketing strategies that contributed to significant growth and recognition across various industries.
- **Policy Influence:** Collaborated on campaigns and initiatives that led to successful grant awards and legislative wins.

Skills

- **Multimedia Design:** Adobe Creative Suite, Figma (beginner), UI/UX design.
- **Marketing Strategy:** Branding, campaign development, social media, and analytics.
- **Advocacy:** Socio-political marketing, public health campaigns, community engagement.
- **Communication:** Copywriting, storytelling, and cross-sector collaboration.
- **Leadership:** Project management, team coordination, and mentorship.

Education

Bachelor of Arts in Communications (Non-Graduate)

De La Salle University | Dasmariñas, Cavite, Philippines | 2001

Certificate in Fine Arts

University of the Philippines | Diliman, Quezon City, Philippines | 1999

Bachelor of Science in Industrial Engineering minor in Mechanical Engineering (Non-Graduate)

De La Salle University | Manila, Cavite, Philippines | 2001

References

Susan Barlin CEO / Founder

Barlin International Group
(310) 867-4718 | susanbarlin@gmail.com

Terrence Beswick Former Executive Director

GLBT History Museum & Archives, Castro Country Club
(415) 777-5455 | tmbeswick@hotmail.com

Coskun Abik Chef & Owner

Blind Butcher, Lark, Dunya, Moka
(650) 346-8456 | baysf@hotmail.com