

PAUL FLANIGAN

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PROFESSIONAL EXPERIENCE

- RISE VISION, INC, Kansas City, KS** 2011-Present
Vice President, Marketing & Business Development
- Branding/Marketing: Responsible for overall marketing and branding strategy.
 - **Sales:** Average 17% month over month growth with average \$400,000 in monthly revenue.
- TEXAS STATE TECHNICAL COLLEGE, Online** 2010-2011
Teacher
- Teach courses in digital media and communication.
 - Created syllabi, assignments, and exams for students.
 - Conduct classroom time online through social media, SecondLife, Mikogo, and Skype.
- EXPERIATE, Bay Area, California** 2009-Present
General Manager
- Consult Fortune 500 companies on branding and marketing.
 - Frequent blogger on all areas of branding, marketing, social media, digital media.
- BEST BUY COMPANY, INC., Richfield, Minnesota** 2005 – 2009
Director, Brand Communication
- Managed \$5 billion in-store digital media network with over 100 million impressions per month.
 - Increased brand awareness by 47% annually.
 - Annual sales revenue of \$16 million.
 - Annual sales revenue of 44%.
 - Product marketing resulting in 149% increase in sales.
 - Agency collaboration and content creation for unique networks and channels.
 - Pioneered Closed Captioning for in-store network, the first retailer in the world with CC.
 - Responsible for complete restructuring of network, including management, programming, operation, and software implementation to over 1,000 global stores.
 - Negotiated partnerships with several major entertainment networks for in-store marketing and promotion, including Warner Brothers, Sony Pictures, ABC/Walt Disney, NBC/Universal, FOX, Lionsgate, Twentieth Century Fox, THX, Major League Baseball.

RELEVANT SKILLS AND KNOWLEDGE

Business

- Lean Six Sigma: Methodology for improving quality while reducing inherent variability.
- Excellence in public speaking including public address, television and radio.
- Professionally trained in copywriting and technical writing.
- RFI/RFP/Contract development and negotiation.
- Strategic Business Development and Market Planning.

Digital/Social Media Production/Design

- Social Media – Numerous online platforms.
- Audio/Video production: Including photography, writing, production, direction, non-linear editing (NLE).
- Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Dreamweaver, Flash.
- PC: Word, Excel, Office, etc. Mac: Pages, Numbers, Keynote, etc.
- Trained in Graphic Standards and Design Principles including corporate and brand identity.

Affiliations

- Retail Customer Experience Executive Summit Advisory Board, 2010-Current

PUBLICATIONS AND PRESENTATIONS

Publications – Most Recent

- The Secret Sauce. *Signage Solutions Magazine*. April, 2011
- Inside Best Buy's Digital Ad Network February, 2010. DigitalSignageToday.com (Voted #1 for 2/10).
- Easier Said Than Done. Making the most of the network strategy. *Signage Solutions Magazine*. Sept/Oct 2010.
- Blogger on experiate.net with over 100 articles on digital media and customer engagement.
- Frequent author on several sites regarding digital media, branding, and customer experience.

Presentations/Webinars – Most Recent

- Customer Engagement Technology World. "The Strategy of Audience Engagement." May 2011.
- South Dakota Ad Federation. "The Ecosystem of Consumer Engagement." November 2010.
- Viscom Frankfurt 2010 "The Digital Experience – Creating a Unique Path to Engagement Through Multiple Channels." November, 2010
- IQmetrix Summit. "Consumer Trends and the Influence of Interactive Retail." October, 2010.

EDUCATION

UNIVERSITY OF WISCONSIN, B.A. English, 1996