

Paul Roer

Objective

A career, like traveling, is not about the destination, rather, it's about the journey. The roles I've taken are not solely defined by what I "did" at my place of employment, but how that job was part of a journey towards a deeper understanding of myself, the people I interact with, and the landscape around me - ultimately informing where the next stop would be. I've seen that following this path, I've consistently sided with the creative aspects of life (designer, writer, creative director, social entrepreneur, content producer) and as my journey continues, I look to discover more and enjoy the challenges along the way.

Experience

Apr 2021 - present

Senior Director, Creative and Innovation (Google) | *EssenceMediacom*

Building bespoke content programs across Google's product portfolio, featuring Pixel, YouTube Brand and more. Overseeing and deeply involved in the end-to-end process inclusive of creative ideation, program development, deal point negotiation, production, and distribution

Dec 2018 – Sept 2020

Director of Content Production | *dentsu*

Working behind the camera, filming, editing, and distributing a multitude of content for various executive stakeholders, including MarComms, HR, Growth and Strategy

May 2017 – Aug 2018

Director of Strategy | *Initiative Media*

Helping brands become culturally relevant by studying and applying thinking around behavioral psychology, semiotics, Jungian archetypes, alongside a host of quantitative tools that get to the heart of what makes people tick. Clients spanned QSR, tech, finance, retail, and travel

May 2014 – Apr 2017

CEO and Co-Founder | *Postcard.com, PBC*

Founded and created a mission-driven Certified B-Corporation that harnessed the impact and intimacy of physical postcards to foster unique and powerful communication. Postcard gave people a chance to contribute their creativity, thoughts, and ideas for a deeper personal and social impact

Jan 2005 – Apr 2014

VP, Partner, Creative Director | *Universal McCann*

Giving 10 years of service, from New Business Manager to Content Director to VP, Partner, Creative Director for the global agency, producing creative expressions of the agency's brand, through design, photography, film, and experiential executions

Education

BS Psychology
Tufts University
1992-1996

MFA Creative Writing
New York University
2000-2002

Skills

- Content Production
- Brand Development
- Creative Writing
- Social Impact
- Media Strategy

Interests

My kids (especially coaching their sports teams), live music (many a Wilco show), community volunteering, and lastly, my NY Jets (interest or major pain point?)

Contact

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