

Paul Roer

Objective

I'm a strategic creative leader who thrives on exploring new ideas and building impactful brand stories. My background in social entrepreneurship has instilled a passion for creating meaningful impact, and I'm always looking for fresh perspectives. I believe in fostering a collaborative environment where innovation is valued, and I'm eager to contribute my experience to create something exceptional.

Experience

Apr 2021 - present

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

Build and implement publisher-partner, custom content programs for Google's product suite, featuring Pixel, YouTube Brand, Search and Chrome (Consumer & B2B), with deep involvement in every stage, from creative development, program design, talent, on-set production, distribution and measurement

Dec 2018 – Sept 2020

Director of Content Production | *dentsu*

Collaborated with C-suite stakeholders across MarComms, HR, and Growth and Strategy to create and deliver impactful video content, managing the entire production lifecycle from creative ideation, filming, editing and distribution

May 2017 – Aug 2018

Director of Strategy | *Initiative Media*

Enhanced brand cultural relevance by applying insights from behavioral psychology, semiotics, and Jungian archetypes, complemented by quantitative analysis, to uncover consumer motivations. Clients included leading brands in QSR, tech, finance, retail, and travel

May 2014 – Apr 2017

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

Founded and led a mission-driven Certified B-Corporation that harnessed the impact and intimacy of physical postcards to foster unique and powerful communication. Postcard.com 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*

Advanced through key leadership roles, (from New Business Manager to VP, Partner, Creative Director) by being instrumental in shaping the agency's global brand identity, driving creative direction across design, photography, film, and impactful experiential executions

Education

BS Psychology
Tufts University
1992-1996

MFA Creative Writing
New York University
2000-2002

Skills

- Content Production
- Brand Strategy & Development
- Creative Writing
- Coaching & Mentoring

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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