

# PAULA B. KEYSER

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## SUMMARY

Enthusiastic Creative Professional experienced with establishing corporate identity, product packaging, print collateral, advertising, video, web and multimedia; Special emphasis on conceptual design and communication skills with a high attention to detail. Skilled in 'multi-tasking' and navigating an environment with constant change and growth.

## STRENGTHS

- Mac and PC proficient, type 65 wpm
- Microsoft Office Suite, including Powerpoint and Frontpage
- Adobe Creative Suite 2
- Showbiz DVD Editing & Authoring
- Adobe After Effects and Flash animation
- Extremely organized and a problem-solver
- Friendly, personable and easy to work with
- Skilled in troubleshooting and making it happen
- Determined to reach goals, very detail oriented

## PROFESSIONAL EXPERIENCE

All Children's Hospital – St. Petersburg, Florida (Dec 2007 – Present)

### **Family Resource Specialist**

Serve as a resource for families and a community link to support family centered efforts and activities within the local Early Steps. I advocate for families served by our program by expressing their views, perspectives and needs. I also solicit feedback from families receiving early intervention services to ensure diverse input regarding programs, policies and the delivery of early intervention services.

Health International Corporation - Clearwater, Florida (Feb 2003 – Dec 2007)

### **Creative Director**

Team Leader and Personal Assistant to fitness celebrity; dealing with several major corporations and coordinating calendar, personal correspondence and public appearances; including worldwide shopping channels. Responsible for all brand marketing and packaging from concept to completion. Acting as In-House Producer for all roll-in packages and commercials; including script writing to enhance on-air sales on shopping channels and direct response. Coordinating and managing on-air scheduling for numerous crew members including fitness models, production team and technical logistics.

Health International Corporation - Indian Shores, Florida (Aug 2002–Feb 2003)

### **Freelance Creative Director/Production Coordinator**

Diamond P Production Group – Clearwater, Florida (Feb 1998–Aug 2002)

### **Chyron Graphics Designer**

Organized and coordinated all graphics for in-house sports shows. Designed and delivered graphics packages for outside clients.

Freelance – Tampa Bay Area, Florida (Sept 1997-Feb 1998)

## **Graphic Designer/Production Assistant**

Worked with various local clients providing support services for sports shows, infomercials and industrial projects.

CPN/Cypress Productions – Clearwater, Florida (Apr 1993-Sept 1997)

### **Graphic Designer**

Designed and created graphics using the Aurora 250 Paint System. Coordinated all paintbox and chyron graphics for in-house shows. Organized and maintained graphics department including budgeting and bidding directly with clients on projects.

Cypress Productions – Tampa, Florida (Aug 1989-Apr 1993)

### **Graphic Designer**

Coordinated graphics for in-house sports shows and all clients. Designed and created graphics using the Aurora 250 Paint System. Worked directly with clients in budgeting, bidding and concept of projects.

WFTS TV-28 – Tampa, Florida (Mar 1987-Aug 1989)

### **Production Assistant**

Designed and created graphics on the Artstar Paint System. Operated cameras for field and studio production. Some editing, dubbing and lighting for Public Affairs show and newsbreaks.

Home Shopping Network – Clearwater, Florida (July 1985-Mar 1987)

### **Production Assistant**

Worked in Master Control for the first 24-hour Network Shopping show broadcast from Clearwater. Promoted to the Video Department to create graphics on the Chyron and assisted in the production department with various promotions and packages.

## **PERSONAL ACHIEVEMENTS AND LEADERSHIP**

- MBA Mug Design Contest Winner – Tampa College
- Honorable Mention – Who's Who Among Students in American Colleges
- Crystal Reel Award – FMPTA Creative Concept-Busch Gardens "Hollywood Live on Ice"
- Crystal Reel Award – FMPTA Graphic Design/Special Program "Petpourri"
- Crystal Reel Award – FMPTA Special Effects/TV Commercial "Tampa Jai-Alai"
- Silver Crystal Reel – FMPTA Design/Special Program Mariposa Productions "Butterfly"
- Certificate of Appreciation – Tampa Police Sertoma Club
- Seminole/Largo All Children's Hospital Guild Member Since 2003
- Newsletter editor, layout and design for McMullen Booth Elementary School since 2005
- Two Pinellas County PTA Newsletter Awards - 2006 & 2007
- Pinellas County Council of PTA's Board Member & Newsletter Editor 2007-2008
- McMullen Booth Elementary School Webmaster since 2004
- All Children's Hospital Guild Council Executive Board Member - 2005-2008

## **EDUCATION**

- Commercial Art Degree (Director's Honor Roll) – Tampa College – Tampa, Florida
- Dun & Bradstreet Managing Multiple Priorities Certification