

PAUL KIDD

Creative Innovator | Brand Strategy & Governance | Revenue & Awareness Driver | Mentorship & Culture Champion
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SUMMARY

Award-winning Creative Leader with 15+ years delivering brand, design, content, and integrated creative that drives revenue, engagement, and differentiation for global B2C, B2B, and CPG brands. Known for a positive-minded, people-first, can-do leadership style—mentoring teams, building supportive cultures, while fostering strong cross-functional partnerships across departments to deliver high-quality work at speed. Experienced leading both in-house and agency studios, with ownership of creative operations (hiring, resourcing, budgets, vendors) and end-to-end execution across digital, web, social/paid, video, experiential, print, and packaging.

HIGHLIGHTS

- Transformed WorldStrides' Creative Studio into a strategic, agency-style team—**boosting CSAT 25%** and increasing output (**840%** more social/paid assets; **620%** more video) in 18 months.
- Built and led global creative teams at The Marketing Practice across North America and APAC, driving **200% YoY growth** in APAC and **40% YoY growth** in the U.S. in 24 months.
- Repositioned Talking Rain's in-house creative department, bringing ~**80%** of agency work in-house (**saving \$750K annually**) and launched a content studio **saving \$1M** over three years.
- Co-led Outerwall's corporate brand creation and launch across 12 workstreams and delivered **1,000%+ ROI** through a flagship NFL sponsorship program.

SKILLS & TOOLS

Leadership & Strategy: People-first leadership · Team building & mentorship · Brand strategy & positioning · Go-to-market (GTM) strategy · Cross-functional stakeholder management · Executive presentations & storytelling

Creative & Brand: Creative direction · Brand identity systems · Integrated campaigns · ABM & demand generation · Content strategy · Web, UI/UX collaboration · Video & motion · Social/paid creative

Operation & Performance: Creative operations · Resource planning · Workflow/process optimization · Vendor/agency management · Budget ownership · KPI/CSAT tracking · Performance reporting/dashboarding

Tools: Adobe Creative Cloud · Figma · Workfront · DAM platforms · Microsoft 365 · Teams · Basecamp · GenAI tools

EXPERIENCE

Executive Creative Director – WORLDSTRIDES

Vienna, VA (Remote) | 07/2023–12/2025

Global leader in educational travel and experiential learning.

Brought in to improve creative strategy, quality and performance, strengthen stakeholder experience, and reduce outsourcing.

- Built an agency-style in-house studio; increased stakeholder CSAT by 25% through better intake, partnership, and quality.
- Increased creative production and efficiency, delivering 840% more social/paid assets and 620% more video content YoY.
- Set scalable brand systems—templates, guidelines, and best practices—improving speed, consistency, and governance.
- Led delivery for new corporate and product web experiences (UI/UX partnership, content strategy, design, and imagery).
- Owned creative operations: hiring/resourcing, vendor management, budget oversight, annual KPIs, and performance metrics.

Creative Director, North America and APAC – THE MARKETING PRACTICE

Seattle, WA (Hybrid) | 03/2021–03/2023

Top 10 global B2B marketing agency supporting the full customer journey.

Delivered multi-channel creative and pitches for enterprise B2B clients across ABM, demand gen, and full-funnel programs.

- Established and led global, multidisciplinary teams across the U.S. and APAC to deliver integrated campaigns at scale.
- Set creative direction across awareness, nurture and demand gen—aligning messaging, design systems, and execution.
- Supported growth and operating plans; drove 200% YoY APAC growth and 40% YoY U.S. growth over 24 months (~\$21M FY22).
- Presented/pitched to executive stakeholders, using insight + performance data to win new work and expand retainer scopes.
- Hired, coached, and developed the team (433% headcount growth) while improving quality, morale, and retention.

Senior Manager, Creative Studio – TALKING RAIN BEVERAGE COMPANY

Preston, WA (Onsite) | 05/2017–03/2021

Manufacturer and distributor of non-alcoholic beverages (e.g., Sparkling Ice, Popwell) across multiple brands.

Hired to build a full-service in-house studio supporting marketing, experiential, packaging, POS, and digital/video production.

- Built and scaled a full-service in-house creative department and shifted ~80% of agency work internal, saving \$750K annually.
- Launched an internal photo/video content studio to accelerate content production and save \$1M over three years.
- Refreshed brand identity and guidelines, improving consistency across packaging, campaigns, and retail touchpoints.
- Directed marketing and retail creative across packaging, POS, social/paid, influencer, experiential, and sponsorships.
- Led Cheers to Heroes campaign, driving 30% of sales, 250K+ landing page visits, and 100K+ nominations (470% over goal).

Group Manager, Global Brand Marketing – AVANADE (consulting contract)

Seattle, WA (Hybrid) | 05/2016–04/2017

Global IT and digital transformation consultancy (owned by Microsoft and Accenture).

Consulted to build the new global brand system, governance, and enablement needed for a unified identity rollout.

- Delivered global brand identity creation, launch and rollout planning across marketing and internal communications.
- Built governance standards to improve quality, consistency, voice, and brand stewardship across teams and regions.
- Managed review/approval workflows to keep deliverables on-brand and launch-ready across channels.
- Created and led enablement sessions; localized training and assets in four languages for global adoption.
- Rebuilt the DAM and created scalable templates for web, email, social, events, decks, merchandising, and signage.

Creative Director – OUTERWALL, INC.

Seattle, WA (Onsite) | 06/2005–05/2016

Parent company automated retail products and services—Redbox, Coinstar, ecoATM, and Gazelle.

Led corporate and portfolio brand creative across subsidiaries, campaigns, partnerships, and product experiences.

- Co-led corporate brand development and launch across 12 workstreams and 90+ cross-functional stakeholders.
- Developed national sports sponsorship creative (NFL, MLB, MLS, NASCAR), including an NFL program delivering 1,000%+ ROI.
- Owned brand guideline and campaign system governance across multiple brands to increase consistency and reduce rework.
- Partnered with Product and Engineering on kiosk UI/UX modernization through research, prototyping, testing, and QA.
- Directed portfolio creative across OOH, retail, digital, POS, and experiential to drive awareness and cross-sell.

Early Career

Served as Creative Services Manager, Senior Graphic Designer, and Graphic Designer at respected agencies and corporations.

EDUCATION

BA, Graphic Design – Central Washington University, Ellensburg, WA

Certificate, Management & Leadership – Bellevue College, Bellevue, WA

AWARDS & HONORS

American In-House Design Awards · MarCom Awards · MAME Awards · FBLA Design Competition Judge

SPEAKING

Featured guest – *Content Alchemy* [podcast](#) (Made by Things), discussing emerging challenges and strategies for creative leadership in today's evolving landscape.