



**PAUL FORTUNATO**

5948 Via Francesco Ct.

Loomis, CA 95650

Phone: 916.412.3022

[www.paulfdesign.com](http://www.paulfdesign.com)

**OBJECTIVE**

Seeking employment as a graphic designer.

**PROFESSIONAL EXPERIENCE**

**Maloof Sports and Entertainment**

*Graphic Design Intern 03/04-06/05*

- Sacramento Kings
  - Created multiple newspaper advertisements
  - Constructed promotional materials including posters, flyers and stands
  - Created a new brand for the Royal Court Dancers promotional materials including brochures, flyers and general advertisements
  - Designed a car wrap joint promotion with Dodge and the Sacramento Kings
  - Designed the Sacramento King's Autograph Cards
- Sacramento Monarchs
  - Worked on the redesign for the Monarchs Gametime brochure
  - Created flyers and advertisements for promotional events
  - Designed Monarchs based T-shirts, cups, and bags
  - Created a promotional package design for a boardgame featuring a Sacramento Monarchs theme

**Protein Creative**

*Freelance Graphic Designer 02/03-present*

- Sacramento Kings
  - Created promotional joint partnership advertising campaigns between Pepsi and the Sacramento Kings
  - Designed flyers, brochures and promotional pieces
- McDonald's
  - Designed and illustrated a point of purchase stand promoting a joint advertising campaign with McDonald's and the Sacramento Kings
  - Created multiple direct mail pieces for local Sacramento McDonald's branches
  - Designed flyers and advertisements for a McDonald's grand opening celebration
- Captive Reef Systems
  - Responsible for the new branding of the company, including logo design and website creation
- Consign-It Home Furnishings
  - Designed multiple newspaper and magazine advertisements
  - Responsible for some of the photography within the advertisements

**San Diego Convention Center**

*Senior Event Manager Assistant 06/00-03/01*

- Maintained meeting schedules using Outlook, fax and multi-line phones
- Created presentations for Senior Event Managers using Microsoft PowerPoint
- Organized, and designed reports for Senior Event Managers



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**SKILLS**

*Print Media Production*

Programs and tools used: Adobe Photoshop CS, Illustrator CS, InDesign CS, Painter, Quark, Mac and PC operating systems

*Website Production*

Programs used: Adobe Photoshop CS, Dreamweaver MX, Flash MX, Director MX, Illustrator CS, ImageReady, Painter

**ADDITIONAL EXPERIENCE**

*American Marketing Association: CSUS Chapter*

*Vice President of Advertising 01/02-present*

- Responsible for the creation of numerous advertising collateral including posters, website, banners, T-shirts, flyers and corporate branding to differentiate and attract new members to the organization
- Success of the advertising campaign helped the organization increase membership by over 150%, from 33 members in 2002 to 89 current members
- Coordinated advertising strategies for a masquerade ball fundraiser including an interview on Channel 10 news, press release information published in SN&R, Sacramento Magazine and The Sacramento Bee
- Negotiated successfully with sponsors including Safeway and Barbeques Galore
- Wrote, designed and photographed for the American Marketing Association's award winning Annual Report

**EDUCATION**

**Bachelor of Arts Degree May, 2005**

California State University Sacramento

Communication Studies

**Associates Degree April, 2001**

Graphic Design

Platt College

**URLS**

- [www.paulfdesign.com](http://www.paulfdesign.com)  
Portfolio of work
- [www.ProteinCreative.com](http://www.ProteinCreative.com)  
Website for a freelance design team
- [www.CaptiveReefSystems.com](http://www.CaptiveReefSystems.com)  
Website for a marine aquarium specialist
- <http://paul.teal.net/ama>  
Website for a professional student organization
- [www.ProteinCreative.com/photo/](http://www.ProteinCreative.com/photo/)  
Website for my photography
- [www.MenSansGuns.com](http://www.MenSansGuns.com)  
Website for the fun of it