

PAUL CLARK

Video Editor & Motion Designer | Brand Storytelling | Creative Production

paulmonroeclark@gmail.com | 912-679-9583 | paulclark.online

PROFESSIONAL SUMMARY

Video editor, motion designer, and creative director with 10+ years of experience developing branded stories for digital, social, web, and print channels. Hands-on expertise in Adobe Premiere Pro and After Effects, with experience spanning concept development, storyboarding, editing, animation, typography, color, sound, voiceover, and final delivery. Combine editorial judgment with a strong understanding of brand systems and use emerging AI video tools thoughtfully during creative exploration and production.

CORE STRENGTHS

Video Production & Editing

Adobe Premiere Pro, narrative editing, short and long form content, pacing, color grading, sound design, voiceover including Eleven Labs voice generations

Motion Graphics & Animation

Adobe After Effects, motion graphics, animated typography, title animation, UI and widget animation, visual effects

Creative Production

Concepting, scripting, storyboarding, brand storytelling, asset adaptation, multi-format delivery

Brand and Design

Adobe Photoshop, Illustrator, InDesign, campaign design, social graphics, typography, visual systems

Digital Delivery

Landing pages, WordPress, web content, component styling, SEO, front end development

Emerging Workflows

Google Veo 3, Kling, Suno song generations, generative video, AI-assisted creative development

SELECTED EXPERIENCE

Paul Clark Creative, 2024 - Present

- Lead creative projects from concept through production and delivery, combining video editing, motion graphics, design, sound, and brand storytelling.
- Translate creative ideas into scripts, storyboards, visual treatments, promotional videos, short-form social content, and supporting campaign assets.
- Create polished video and motion work using Adobe Premiere Pro and After Effects, integrating typography, animation, music, voiceover, color, and sound.
- Adapt creative across social, web, digital advertising, and brand touchpoints while maintaining a consistent visual identity.
- Explore generative-video tools including Google Veo 3 and Kling for ideation and footage development while retaining hands-on editorial control.

Brunswick Eats

- Founded a new-media brand to tell the overlooked stories of independent restaurants, craft food makers, and producers across Southeast Georgia.
- Produced 100 episodes and built a cross-platform audience of 10,000 followers and 750,000 total views over one year.
- Own the production process end to end: source subjects, schedule shoots, coordinate two on-camera hosts, conduct interviews, film with a Nikon Z6 III, and edit in Adobe Premiere Pro.
- Shape each story with stock or original AI-assisted music, sound, graphics, and custom animations, including bringing illustrated brand elements and product concepts to life.
- Publish and schedule content across TikTok, Facebook, Instagram, and YouTube while maintaining the WordPress website and supporting SEO.
- Established Brunswick Eats as a recognizable community media brand whose hosts are recognized and approached by viewers and whose restaurant partners rely on it to break exclusive stories.

You Know Me Podcast

- Introduced video storytelling to an audio-only interview podcast featuring local business owners and artists.
- Filmed interviews with a Nikon Z7 II and produced approximately 20 two-to-three-minute highlight reels in Adobe Premiere Pro for Instagram, YouTube, and TikTok, designed to drive listeners to the full audio episodes.
- Created custom AI-powered opening sequences in RunwayML, including a LEGO-inspired Brunswick street scene featuring the hosts, a podcast studio and a vintage 1940s-animation treatment for a local vintage shop owner's story.
- Selected and edited music to match each visual concept, integrating pacing, motion, and sound into cohesive short-form narratives.
- Helped grow the podcast's subscriber count 200% over one year.

UI Developer at Mediavine, 2021-2024

- Developed React and JavaScript interfaces for Mediavine's Grow product as part of the team that created its user dashboards, including the login, General, Appearance, and Automailer Insights screens.
- Designed and implemented original micro animations for the Grow widget, created additional motion designs and translated into production code, and developed placement controls and counter features using React, JavaScript, and CSS/Sass.
- Created the final, streamlined solution for complex widget-placement logic, preventing the widget from overlapping known page elements across numerous conditional and often unknown combinations.
- Collaborated with designers, product managers, developers, QA, and support, working from Figma designs in a fully remote environment to deliver a successful launch with very few technical issues.

UI Developer at Iris Worldwide, 2017-2021

- Spent the majority of a four-year agency engagement developing the responsive online ordering experience for Zaxby's, building the menu, item-customization flow, shopping cart, and responsive layouts with HTML, CSS, and JavaScript.

- Partnered closely with the UX designer throughout the Zaxby's project, advising on technical feasibility and providing implementation feedback as the ordering experience evolved.
- Helped bring the ordering experience to launch; Zaxby's responded positively to the finished work, which resulted in rapidly growing online-order volume during the COVID-19 period.
- Designed and developed animated digital banners in multiple sizes for Capital One and IHG using Adobe Animate, hand-correcting generated code when necessary to ensure reliable delivery.
- Edited supplied Capital One footage in Adobe Premiere Pro, adapting videos for required dimensions and durations while maintaining continuity across versions.

UI Designer at Summerhill Studios, 2014-2017

- Designed and customized WordPress websites for *The Weekly Planet* and its clients, using Photoshop, wireframes, HTML, and CSS to move projects from concept through implementation.
- Led a complete mobile-first redesign of a healthcare-coder recruitment website, preserving its existing forms while rebuilding the remaining interface, layouts, and user experience.
- Implemented the redesign end to end in WordPress, HTML, and CSS; the client retained the design for years, and the improved experience substantially increased sign-ups.

Graphic Designer at Planet Studio, 2012-2014

- Helped design and solely developed an interactive HTML, CSS, and JavaScript prototype of Coca-Cola's newly launched Freestyle beverage machine after an on-site product demonstration.
- Recreated the Freestyle experience from cup placement and ice dispensing through flavor selection, filling, sound, and a filterable beverage directory; the finished prototype was deployed to Coca-Cola's intranet for its worldwide sales team to use in the field.
- Designed internal safety-campaign flyers for The Home Depot and designed and developed a supporting HTML, CSS, and JavaScript microsite featuring scroll-triggered animations.

Art Director at Creative Loafing Newspapers, 2002-2012

- Advanced from Graphic Designer to manager of a 15-person design team and then Art Director, supporting Creative Loafing publications in Atlanta, Tampa, Sarasota, Charlotte, Chicago, and Washington, D.C.
- Participated in hiring, mentored designers, and assigned work according to each team member's strengths.
- Concepted, designed, and wrote copy for speculative advertising campaigns, helping win multiple new advertisers across regional markets.
- Built lasting client relationships through hands-on creative development.
- Designed, animated, coded, and implemented expanding and takeover ads for creativeloafing.com
- Developed advertising and campaign work for clients including UPS, Georgia Aquarium, the High Museum of Art, and Green Mill Jazz Club.

****** *References available upon request. Portfolio online at paulclark.online*