

Paul Tumey

PaulTumey@gmail.com
Seattle, WA
www.linkedin.com/in/paultumey

206.437.4991
Willing to travel 25%
Portfolio: <https://paultumey.carbonmade.com>

Skills

- 20+ years communications and integrated marketing experience
- Storytelling
- Project management
- Leadership and mentoring
- Presentation development
- Business writing and copywriting
- Computer graphics and animation
- Event management and promotion
- Public relations
- Online and digital marketing
- Public speaking and training
- Blogging (about 1,000,000 views) and social media
- Microsoft Office (Excel, Word, Outlook, PowerPoint)
- Certified Microsoft Office Specialist PowerPoint 2013
- Adobe Photoshop
- WordPress and HTML
- Audio and video tools (Camtasia Studio, LiteCam HD, Brainshark, Animoto)

Selected Accomplishments

- Led a cross-functional project to reduce a microprocessor products reseller's significant losses on returned merchandise creating an annual savings of \$900,000.
- Designed a series of PowerPoint training presentations for Microsoft and Holland America that helped create a viral buzz about Windows in a targeted market segment and won new fans.
- Worked with senior leadership at Starbucks three consecutive years to create and run Shareholder Meeting presentations, attended by thousands, helping to build a positive perception of the company and increase shareholder value.

Employment History

Creative Director, Lead Designer and Writer, Founder

October 1999 - Present

Presentation Tree, Seattle, Washington

Presentation Tree is a communications business specializing in highly effective PowerPoint presentations for some of the nation's leading companies and organizations.

- Generate and manage customer relationships resulting in accounts with over 100 companies, including Starbucks, Microsoft, Expedia, Alaska Airlines, Verizon, Hitachi Consulting, Yahoo!, Real Networks, Boeing Employee Credit Union, MODA Health, Seattle BioMed (Center for Infectious Disease Research), White House Conference on Aging, Westin Hotels and Resorts, Madrona Venture Group, Climate Solutions, Fred Hutch, The Bullitt Foundation, and Premise Health.
- Develop presentations for clients utilizing writing, editing, design, project management, PowerPoint, Word, Excel, Adobe Photoshop, Brainshark, Camtasia Studio, and other skills generating company sales in excess of \$1,200,000.

- Strategize, create, manage, and optimize integrated B2B and consumer communications and marketing for clients resulting in: enhanced branding / messaging, millions of dollars won in new business relationships and venture-capital funding, and contributions to the social good.
- Market company's services across website, blogs, email, YouTube, and social media.
- Develop and deliver company's PowerPoint and visual storytelling training across the US.

Project Manager, Copywriter

June 1995 - October 1999

Multiple Zones International, Renton, Washington

A leading international direct marketer of brand name microprocessor hardware, software, peripherals and accessories for consumer, business, education and government markets.

- Documented complex 120-step, company-wide process, identified waste, rewrote the company's returns narrative, drove six-month plan recovering over \$900,000 per year.
 - Developed highly effective internal communications for this project which created broad alignment and support, enabling rapid improvements, saving the company money.
 - Created new Vendor Approval Team, trained and mentored new hires resulting in approximate \$300,000 increase in vendor refunds per year.
 - Wrote new policies and sales scripts, re-trained Sales Team to enforce returns policy while maintaining positive customer relationships, resulting in 22% decrease in returned merchandise and no impact on sales.
- Team leader of cross-functional reorganization that created a 30% reduction of cycle time to create catalogs, bringing products to market faster and saving money.
- Wrote and edited catalog descriptions, advertising, requests for proposals, press releases, presentations, and internal communications

Communications Manager

November 1993 - April 1995

Brookline Booksmith, Boston, Massachusetts

Created and executed an integrated marketing strategy instrumental in shifting a large independent bookstore's net losses to profitability with 30% annual sales increases and a leadership position in the Boston market. Upon leaving, three people were hired to take over.

Education and Certifications

Bachelor of Arts, Florida State University - Tallahassee, Florida

Commercial Art Training (1 year), Lively Technical Center - Tallahassee, Florida

Process Improvement Leader Certification, Delta Point Corporation – Bellevue, Washington

Microsoft Office Specialist Certification (PowerPoint 2013), Microsoft – Redmond, Washington

Personal

- Recognized authority on comics history. Have written for and edited books published by Abrams ComicArts, Sunday Press, and the Library of American Comics. Write a regular column published by The Comics Journal and received invitations to present PowerPoint slide lectures at The New School (New York City) and the University of Washington (Seattle, Washington).
- Rode a bicycle 3,000 miles from Florida to Washington, D.C.