PAUL Green

Creative Director & Brand Consultant

CONTACT

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LINKEDIN
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LOCATION
Los Angeles, CA

BY THE NUMBERS

$10M+ REVENUE DIRECTED	**14K** CSC FOLLOWERS BUILT
12 WHOLESALE ACCOUNTS	**10+** YEARS IN THE FIELD

EXPERTISE

CREATIVE

Art Direction · Brand Identity · Campaign Creative · Visual Storytelling · Lifestyle Marketing · CPG Design

APPAREL

Tech Packs · BOMs · Cut-and-Sew · Textiles & Trims · Photoshoot Direction

LEADERSHIP

Freelancer Management · Agency Direction · Brand Consulting · Go-to-Market

EDUCATION

BFA, Graphic Design
High Point University, NC · 2018
Minor in Marketing & Sales

EXPERIENCE

CREATIVE DIRECTOR
2023 – Present

Breezy Golf · Doing Things Media

- Drove brand to $10M+ annual revenue — 106% of plan — across DTC ($7.4M) and wholesale ($2.7M, 116% of goal)
- Designed exclusive apparel for the Waste Management Phoenix Open fan shop merch tent — 4 consecutive sellout years, including 2 years with the top-selling item across 14 PGA Tour events annually
- Conceived and art directed 7-Eleven × Breezy and Fireball × Breezy collabs from concept through retail
- Owned full apparel pipeline: tech packs, BOMs, textiles, trims, CAD, packaging, and photoshoot direction
- Managed 10+ freelance designers and 3 external agencies across a high-output seasonal release calendar

$10M+ REVENUE · WM OPEN · 4 SELLOUT YEARS · 7-ELEVEN COLLAB · FIREBALL COLLAB

ART DIRECTOR
2022 – 2023

Doing Things Media

- Managed a team of two designers across the full Doing Things Media portfolio — Middle Class Fancy, Overheard, Kookslams, and Breezy Golf
- Developed print-on-demand and cut-and-sew apparel for each brand, handling design through production for multiple simultaneous product lines
- Led website redesigns and digital refreshes across brands, updating visual systems to match audience and brand voice
- Directed and produced studio photography shoots for product, content, and campaign use across social and e-commerce
- Created ongoing social content for brands with millions of combined followers, balancing each brand's distinct tone and aesthetic

FOUNDER & CREATIVE DIRECTOR
2024 – Present

Cowboy Ski Club

- Built brand from zero to $100K+ annual revenue and 14K Instagram followers in under 12 months
- Landed 12 wholesale accounts including Christy Sports — Colorado's largest ski/snowboard retailer — for Fall 2026
- Led all creative: brand identity, apparel design, packaging, content, photoshoots, and influencer strategy
- Managed seasonal drops, manufacturing partners, and wholesale outreach simultaneously as solo operator

$100K+ REVENUE · 14K FOLLOWERS · CHRISTY SPORTS · 12 WHOLESALE ACCOUNTS

ART DIRECTOR
2020 – 2022

Bud Light · Anheuser-Busch (draftLine)

- Art directed national campaigns for Bud Light and Bud Light Seltzer across social, TV, merchandise, and live activations
- Created pitch decks and launch assets for new brand introductions: CACTI, NÜTRL, and Cutwater
- Delivered campaign assets across sports and entertainment verticals with cross-functional teams

DESIGNER
2018 – 2020

Nashville Predators · NHL

- Designed game-day marketing across digital, print, and in-arena — concepting and producing assets on tight deadlines for a live sports schedule
- Created merchandise and uniform graphics for the NHL franchise, maintaining strict brand standards across a high-volume output
- Produced partner and sponsor deliverables for co-branded activations, youth programs, and community initiatives
- First in-house design role after college — where I learned to move fast, work within a system, and never miss a deadline