



PAUL FOSTER

MARKETING & DESIGN



205 Spencer Street, #3D, Brooklyn, New York 11205



(207) 409-9852



PaulJosephFoster@gmail.com



PaulJosephFoster.com

EDUCATION

Boston, MA

May 2019

NORTHEASTERN UNIVERSITY

Bachelor of Science in Business Administration, Marketing Concentration
Minor in Cinema Studies

PROFESSIONAL EXPERIENCE

New York, NY

Oct 2022 - Present

NYU STERN - BERKLEY CENTER FOR ENTREPRENEURSHIP

Assistant Director - Marketing and Communications

- Manages all Center marketing and outreach initiatives, increasing interest in the Center at NYU and beyond.
- Oversees Center design projects, creating assets and managing in-house student designers.
- Provides 1:1 social media marketing advice to founders as a Center Startup Advisor.
- Achieved record-breaking event attendance through marketing strategies.
- Refreshing Center branding and website, aligning visual identity with the Center's mission and values.
- Increased social media engagement rates by 75% and audience by 44% through content strategy.

New York, NY

Sep 2021 - Oct 2022

HABITAT FOR HUMANITY NYC & WESTCHESTER COUNTY

Marketing and Communications Assistant

- Managed social media and company site; creating physical and digital content for outreach.
- Coordinated across departments to ensure all collateral needs were met at job sites and events.
- Performed administrative tasks for the Marketing and Communications department.

Portland, ME

May 2019 - Sep 2021

UNIVERSITY OF NEW ENGLAND

Communications Associate - Dept. for Institutional Advancement

- Crafted branding, report templates, and other design assets to support departmental needs.
- Controlled and analyzed social media accounts to maximize quality of digital outreach.
- Engaged with stakeholders in planning, promoting, and executing department events.

Boston, MA

Aug 2018 - May 2019

ALLIED GLOBAL MARKETING

Studio Ambassador - Fox Searchlight

- Brainstormed and executed events on and off campus to promote Fox Searchlight releases.
- Connected with student organizations across Boston to fill early screenings.

New York, NY

Dec 2017 - July 2018

IFC FILMS

Marketing and PR - Full Time Co-op

- Generated and managed press breaks, clips, stills, and other assets for internal and external use.
- Collaborated with department members to brainstorm and execute campaigns and events.

PROFESSIONAL PROJECTS

Portland, ME

Jan 2021 - June 2021

RYAN LIZANECZ FOR PORTLAND CHARTER COMMISSION

Campaign Strategist and Graphic Designer

- Designed campaign branding and visuals for physical and social media for a winning campaign.
- Collaborated on strategy development and outreach plans.

SKILLS & EXPERTISE

Marketing: Digital Marketing, Social Media Management, Copywriting, Content Strategy, Consulting, Project Management

Design: Photography & photo editing, Digital and print design development, Attention to detail, Project management

Software/Web: Adobe Creative Suite, Mailchimp, Mixmax, Monday.com, Sprout Social, and Microsoft, Apple, and Google Suites