

PAUL ARNEGARD

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VICE PRESIDENT OF CREATIVE SERVICES | VP, MARKETING & COMMUNICATIONS

Transformational and Creative Marketing Strategist – Evolving Companies and Fueling Growth

Strategic Marketing, Creative Services, and Corporate Communications Leader with success in building award-winning teams, leveraging exceptional people leadership and mentorship strengths; fosters positive culture and high employee retention. Trusted advisor to executives, skilled in strategic planning and analytics-driven decision-making, focusing on identifying opportunities to maximize EBITDA. Expert in process improvement, quality management, and creative problem-solving, with proven KPI results. Influential leader who mentors staff into leadership roles and drives company-wide impact.

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| ▪ Global Marketing | ▪ Integrated Corporate Communications | ▪ Strategic Planning |
| ▪ Budget Management | ▪ Process Improvement | ▪ Market Research & Metrics |
| ▪ Industry Trends | ▪ Business Development & Client Relations | ▪ Messaging & Positioning |

PROFESSIONAL EXPERIENCE

TWEDDLE GROUP | Clinton Township, Michigan 2000 – 2024
\$180M provider of information development, information delivery, and diagnostic tool licensing.

VICE PRESIDENT OF SHARED SERVICES (2015-2024)

Led team of 23 employees across all aspects of Creative Services, Global Marketing, Quality, Environment, Safety, and Health (QESH), and Project Management Operations. Provided leadership to video, design, CGI, audio, copywriting, and photography teams. Executed strategic planning, ROI tracking, and managed budgets totaling \$3.4M across multiple functions. Guided efforts in client relations, business development, and operational excellence while mentoring award-winning teams to drive competitive advantages.

- Reduced costs in CGI business unit by outsourcing 50% of work, including all illustrations, to low-cost countries.
- Achieved 100% on-time delivery of projects across departments for 10+ years.
- Managed \$2.5M marketing and creative services budget; led website redesign that doubled traffic and implemented tools that increased lead generation by 30%.
- Pioneered AI initiatives, selling AI voiceover technology to Toyota Europe and launching AI SEO strategies.
- Expanded Tweddle into defense industry, developing in-vehicle UX/UI and defense system simulation with Unreal.
- Earned 23 industry awards including Marcom International Competition Gold Print Media Award, w3 Awards (2X), PR News Award (2X), Horizon Interactive Award (2X), Hermes Creative Award (3X), and Telly Awards (11X)
- Maintained employee retention rate 5X industry standard by ensuring cultural alignment across staff.
- Led efforts to lay foundation to meet aggressive Scope 2 carbon neutrality goal by 2028 and Scope 1 within decade.

VICE PRESIDENT OF CREATIVE SERVICES & CREATIVE DIRECTOR (2000-2015)

Transformed small graphic design team into 48-member creative powerhouse with expertise in video production, audio engineering, copywriting, CGI, illustration, motion graphics, UX/UI, and project strategy. Led award-winning teams, drove strategic planning, and enhanced client interaction and business development.

- Established in-house video and audio capabilities, including 3 editing suites, 2 audio suites, and studio for vehicle shoots, driving growth and cost efficiencies with one-year ROI turnaround.
- Transitioned technical illustration area to full CGI, advancing from 2D imaging to 3D interactive animations for automotive clients, expanding capabilities, and overcoming industry challenges.
- Launched company's first UX/UI team, developing interfaces for in-vehicle and mobile devices.
- Implemented creative KPIs, improving first pass yield from 80% to 95%, promoting monthly process improvements, and reducing lead times by average of 10%.
- Diversified company portfolio by adding 5 industries including healthcare, EV, Education, Heavy Equipment, and Recreational Vehicles.

EDUCATION

Master of Arts in English • University of Toledo | **Bachelor of Arts in English & Communications** • University of Michigan