

# Paislee Duprat

Media Director

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123 Elm Street, Manchester, NH   
03101

## Education

**Bachelor of Science in  
Journalism at University of  
New Hampshire**

Aug 2011 - May 2015

I have learned how to research,  
write and edit stories; how to  
use different media platforms;  
and how to communicate  
effectively.

## Links

[linkedin.com/in/paisleeduprat](https://www.linkedin.com/in/paisleeduprat)

## Skills

Adobe Creative Suite

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Photography

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Videography

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Audio Production

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Graphic Design

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Social Media Management

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## Languages

English

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Spanish

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## Employment History

### Media Director at The Whetstone Group, NH

May 2022 - Present

- Led a team of 15 in the development and execution of an integrated marketing communications plan that generated \$2.5 million in new revenue.
- Successfully re-branded company, increasing awareness by 25% and resulting in 5% increase in market share.
- Created and managed annual budget of \$1.8 million, coming in under budget for 3 consecutive years.
- Led social media efforts that increased web traffic by 10% month over month for 6 months straight.

### Senior Media Director at Gorham Paper & Tissue, NH

Jul 2018 - Apr 2022

- Led a team of 12 to produce XYZ campaign that generated 1MM views and resulted in a 10% increase in sales.
- Defined the company's social media strategy which led to a 30% increase in followers across all platforms.
- Managed budgets totaling \$5M and successfully delivered projects under budget and on schedule.
- Negotiated contracts with vendors that saved the company 15% on production costs annually.
- Wrote copy for ad campaigns that won 5 industry awards.

### Associate Media Director at The Buntin Group, NH

Aug 2015 - May 2018

- Led a team of 12 to successfully execute media campaigns for 4 major clients, resulting in an increase in sales by 25%.
- Negotiated and secured ad placements with top-tier publications such as The New York Times, Wall Street Journal, and Forbes magazine – saving the company 20% on advertising costs.
- Implemented innovative tracking methods that allowed for more accurate measurement of campaign effectiveness and ROI.
- Managed a budget of \$5 million dollars across all media platforms while achieving desired results within set parameters.

## Certificates

### Certified Media Director (CMD)

Apr 2021

### Certified Broadcast Engineer (CBE)

Jan 2020