

Paul Aparicio

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Profile

Marketing Leader and Creative Strategist with over 13 years of experience building full-funnel, omni-channel marketing strategies that drive growth and strengthen brand connection. Skilled in campaign management, digital and print collateral development, retail marketing, and content creation. I've led marketing for multi-location retail groups, working cross-departmentally to launch programs, improve performance, and build cohesive brand experiences. Known for being adaptable and proactive in fast-paced environments, I thrive on collaboration, problem-solving, and turning creative ideas into measurable results.

Professional Experience

09/2023 – 09/2025
San Diego

Director of Digital & Retail Marketing **StateHouse Holdings**

- Increased delivery revenue by 44% in 2025, driven by a 57% surge in new customer acquisitions within three quarters.
- Created and executed hyper-segmented CRM campaigns with 85% open rates, driving a 30% lift in daily sales and 30% increase in average cart size.
- Launched and scaled the company's first paid membership program, increasing retention and recurring revenue while leading all creative execution across digital, print, and in-store channels.
- Oversaw all creative production, from digital content and photography to print and retail signage, maintaining brand consistency and visual storytelling standards.
- Directed local marketing activations and community partnerships that deepened customer engagement and increased brand awareness.
- Implemented AI-assisted workflows and automation tools to streamline campaign development, enhance creative output, and improve team efficiency.

07/2021 – 08/2023
San Diego

Digital Marketing Manager **Urbn Leaf + StateHouse Holdings**

- Launched and managed the company's first loyalty program, growing to more than 300,000 members within six months and driving over 40% of total retail revenue in its first year.
- Partnered with an SEM agency to optimize paid search strategy, delivering a 128% return on investment (ROI) within 12 months, increasing click-through rates by 16%, and expanding visibility across key product categories.
- Directed all social content creation, scheduling, and photography, increasing brand following by 23% through consistent, visually engaging storytelling.
- Revitalized the email marketing program, driving a 517% revenue increase and boosting open rates by more than 125% through strategic segmentation, testing, and content optimization.

04/2012 – 07/2021
Chicago

Executive Creative Marketing Assistant **Linly Designs**

- Developed and executed integrated branding and marketing strategies, increasing brand awareness and supporting company growth.
- Produced creative assets including ads, photography, catalogs, and social media content to strengthen brand storytelling and engagement.
- Designed and maintained the company website (WordPress/HTML/CSS), improving site performance and visibility through SEO optimization.
- Managed CRM campaigns and customer segmentation, driving repeat purchases and improving customer retention.



Professional Experience

- Collaborated directly with executive leadership on new product launches and high-profile client projects, ensuring consistent creative direction and brand alignment.

01/2012 – present

Freelance Photographer Self-Employed

- Provide professional product and lifestyle photography services for retail, marketing campaigns, and brand storytelling.
- Partnered with local and national clients to produce creative assets featured in digital campaigns, websites, and print collateral including Arcteryx, Tomen, Fairgrounds Coffee. Work featured in CS Magazine and Popular Photography.



Marketing Expertise

- **Omnichannel Marketing Strategy:** Full-funnel campaign planning and execution across digital, retail, and experiential channels.
- **AI & Workflow Automation:** Integration of AI tools, prompt design, and process automation to improve efficiency.
- **Performance Marketing & Analytics:** Data-driven optimization, KPI tracking, and ROI measurement to improve campaign performance.
- **Vendor & Brand Partnerships:** Development of co-marketing strategies and management of key partner relationships.
- **Customer Retention & Loyalty Programs:** CRM segmentation, engagement growth, and recurring revenue initiatives.
- **Creative Direction & Content Development:** End-to-end creative leadership, brand storytelling, and cross-channel content strategy.
- **Leadership & Cross-Functional Collaboration:** Team management, stakeholder alignment, and project ownership.
- **Project & Campaign Management:** Strategic planning and execution of multi-channel campaigns from concept to delivery.



Tools & Platforms

- **Marketing Platforms:** Google Ads, Meta Ads Manager, Klaviyo, Mailchimp, HubSpot, Shopify
- **Analytics & Data Tools:** GA4, Tableau, Excel, Looker Studio, SEMrush, Ahrefs
- **Creative & Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), Canva, Figma
- **Web & CMS Tools:** WordPress, Squarespace, Shopify, HTML/CSS basics
- **Project Management:** Asana, Monday, Trello, Slack, Notion
- **AI & Automation Tools:** ChatGPT, Sora, Midjourney, Zapier, custom prompt workflows
- **Social Media & Content:** Instagram, LinkedIn, YouTube, TikTok, Hootsuite, Later



Certificates

10/2025

Google Analytics Certification Google 162420117



Education

08/2006 – 06/2010
Chicago

Architecture | Bachelor of Applied Science (BASc) University of Illinois – Chicago