

PAUL FRIEMEL

PRODUCT MANAGER & CREATIVE STRATEGIST

CONTACT

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EDUCATION

Bachelor of Fine Arts, Graphic Design

Iowa State University
College of Design
Ames, IA | 2004

SKILLS

- Agile Development
- Product Management
- Merchandising
- Community Management
- Social Media Marketing
- Graphic Design
- Adobe Creative Suite
- Shopify
- Google Analytics
- WordPress

INTERESTS

Skiing, Travel, Dogs, Toy Collecting,
Film, Ecommerce, Podcasting,
Creative Technology, Songwriting

PROFILE

Highly adaptable digital product and creative design manager with 13 years of diverse experience in entrepreneurship, software development, product strategy, and ecommerce. Focused on satisfying stakeholders by implementing data-driven decision making, qualitative & quantitative consumer feedback, and agile development standard practices. A patient leader and collaborator battle-hardened from launching their own start-ups and developing baby brands. Passionate about and adheres to the “make it happen” philosophy.

EXPERIENCE

PRODUCT MANAGER

KROGER | REMOTE | 2021 - PRESENT

Served as project strategy lead and digital product manager for pilot programs in the Kroger Ecommerce Accelerator team. Utilized agile development processes with dedicated in-house and off-shore teams to bring experimental concepts to life.

- Launched first ever Kroger Restaurant Supply B2B pilot program in Dallas, TX.
- Directed and iterated with in-house & off-shore development teams to create Kroger Drone Delivery ecommerce pilot program in Centerville, OH.
- Developed experimental user-focused processes used by cross-functional teams.

CEO & MARKETPLACE MANAGER

COLLECTICON, INC. | CHICAGO | 2018 - PRESENT

Ecommerce website utilizing multiple digital sales channels sourced from a single inventory system. Reaching a collector-focused niche audience and community by utilizing deep brand knowledge allowing for relevant fandom interactions.

- Grew sales +100% year over year using strategic purchasing and sales methods.
- Dropped time commitment to under 10 hours per week without sales decrease.

CHIEF MERCHANDISING OFFICER

RIPT APPAREL | CHICAGO | 2009 - 2020

Chicago start-up online-only retailer for crowd-sourced designs sold on a limited-edition daily sales cycle resulting in zero inventory commitment.

- Grew product line to over 25 unique printable item categories.
- Leader of the creative and marketing teams in social, print, and email strategy.
- Developed KPI metrics resulting in a top-selling year of \$4.2 million in sales.

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AWARDS

2015 Inc. 500

RIPT Apparel appeared as one of Inc. Magazine's 500 fastest growing companies of 2015.

Logan Square Artist Showcase

Organized art showcase event for traveling NYC artist Morgan Phillips in Chicago's Logan Square neighborhood.

PROFESSIONAL AFFILIATIONS

Toy De Jour

Business collaborations in the local toy selling market with Collecticon.

FreeGeek Chicago

Chicago not-for-profit community organization recycles & sells various computers and parts.

FAVORITE BOOKS

- The Tipping Point
- The 5 Book
- The Thank You Economy
- Blink
- A Song of Ice and Fire
- The Leftovers

EXPERIENCE (CONTINUED)

CHIEF CREATIVE OFFICER

RIPT APPAREL | CHICAGO | 2009 - 2020

Leader of in-house creative staff of seven designers and illustrators to execute strategic product development cycles and marketing campaigns for RIPT's fast-moving consumer goods product line.

- Provided a creative vision in the form of written briefs, sketches, and digital collage to direct thousands of artists contributing to a two-sided marketplace.
- Developed in-house artist program to combat growing competition generating over \$3 million in revenue and 160,000+ units, increasing profits by 15%.

DIRECTOR OF NEW MEDIA | WEBMASTER

THE SMASHING PUMPKINS | CHICAGO | 2007 - 2010

Grammy Award-winning recording artist from Chicago that returned in 2007 after 6 years hiatus. Served as the band's remote webmaster of smashingpumpkins.com and all other web-based channels for the band and Billy Corgan.

- Designed and maintained flagship website while directing third party and internal stakeholders in order to generate affiliate revenue and maintain ongoing engagement with a rabid fanbase of millions.
- Vetted, hired, and collaborated with a freelance staff of 12 writers to develop 2-3 unique exclusive articles per day resulting in over 30,000 daily unique visitors to smashingpumpkins.com.

ART DIRECTOR | MULTI-MEDIA SPECIALIST

VICTORY RECORDS | CHICAGO | 2004 - 2007

Collaborated with marketing teams and recording artists to bring their visions to life via digital and print mediums.

- Built an in-house full-production video department from the ground up culminating in the production of nationally televised 60-minute monthly infomercial and video podcast with over 100,000 subscribers.
- Designed an intricate story-telling campaign and all production and marketing assets for Hawthorne Height's *If Only You Were Lonely*, which achieved gold record status (500,000 copies sold).