

Paul Martin

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PROFESSIONAL GOAL:

In my career as a writer, director, filmmaker, multimedia developer, and video producer, I have managed over 100 different successful media projects – the vast majority healthcare related.

I would like to offer my experience, creativity, maturity, reliability, skills, and talents in developing media and interactive projects that surpass the your clients' goals by exceeding their audiences' expectations. I have two areas of expertise: healthcare and ethics

EXPERIENCE:

Principal, The Paul Martin Company February 2005 to Present

I run a media consulting company that develops and produces programs for organizations specializing in ethics and/or healthcare education.

Notable:

- Writer/director of *Henry's Daughters* an educational program used around the world to facilitate discussion about ethics in the workplace
- Director/writer/editor of an on-going documentary about the building of a new international airline terminal at the world's busiest airport
- Writer, producer, director of *Ethicana* an educational film being used world wide to encourage discussion on corruption in the international construction industry. This two-part, 45-minute, hi-def story examines what can happen when the best of intentions are thwarted by endemic corruption.

Director of Multi-Media, Embryon January 2002 to February 2005

I served as manager, creative catalyst, and internal producer/director/writer of new media projects at this broad-spectrum medical education company. Additionally, I managed non-traditional, new business development initiatives.

Notable:

- Produced *Language of Pain* an educational program sponsored by Pfizer/Lyrica on diagnosing neuropathic pain by patient descriptions – distributed world-wide
- Added the ability to offer media programming as a core business deliverable

President, Back East Productions May 1988 to December 2001

I was the principal of a communications company specializing in promotional and educational projects for the healthcare industry.

Notable:

- Won a *Global Award* for *OCD: behind the mask of depression*
- Produced the interactive *Cerenex* ads for the *Medical News Network*
- Produced the core media for *Choosing an SSRI* a large scale, European, market-expansion series of educational and market research meetings for *Luvox*
- Wrote, produced, and directed over 70 programs

EDUCATION:

Bachelor of Science, Film Production: Syracuse University

S.I. Newhouse, School of Public Communications
Minor in Instructional Design on a Graduate Level

Senior Scholar: 2005 to Present Thomas Jefferson Medical College

Prestigious, invitation-only, consulting network on public health policy