

# Paul Apolinario

## Digital Media Specialist

Digital Media and Learning Development professional with extensive experience designing, producing, and delivering digital, print, and multimedia content in educational and public-facing environments. Proven ability to translate complex concepts into engaging, accessible media assets and learning experiences. Brings a strong background in instructional design, digital content creation, training, and cross-functional collaboration to support student engagement, institutional goals, and equitable access to learning.

## Contact

---

### Address

Santa Clarita, CA 91350

### Phone

661-212-2180

### Email

paul.g.apolinario@gmail.com

### Website

www.paulapolinario.com

### LinkedIn

<https://www.linkedin.com/in/paulgapolinario>

## Education

---

### Professional Development

- ♦ Jostens Publications Workshop
- ♦ "Marketing the Story of Your Visual Brand" — Disney
- ♦ "Storytelling: A Visual Medium" — Universal Studios
- ♦ Visual Production & Publication Design — Pepperdine Univ.

### Education

- ♦ BA, English Literature — San José State University
- ♦ Post-Baccalaureate Program in Instructional Leadership & Program Design - California State University, Northridge

## Digital Media, Learning & Performance Development

---

- ♦ Designed and delivered outcome-driven learning programs aligned with institutional goals, performance benchmarks, and measurable skill acquisition.
- ♦ Developed learner-centered digital and hybrid training environments that increased engagement, accountability, and independent performance across diverse audiences.
- ♦ Translated complex academic and technical concepts into clear, actionable frameworks and media assets suitable for real-world application.
- ♦ Created virtual and web-based learning modules using digital collaboration tools to support remote and hybrid instruction.
- ♦ Implemented outcome-based evaluation models, including portfolios, applied deliverables, peer feedback, and performance assessments.
- ♦ Applied AGILE and iterative design principles to continuously refine digital content and learning experiences.
- ♦ Provided technical training and support on Microsoft Suite and Adobe Creative Cloud to faculty, staff, and contributors.

## Marketing, Communications & Client Engagement

---

- ♦ Developed and executed targeted digital and print marketing campaigns that increased regional brand awareness by 17%.
- ♦ Coordinated cross-functional projects across international teams, supporting multi-region product launches and institutional initiatives.
- ♦ Produced sales, training, and promotional media assets contributing to increased engagement and partner-led growth.
- ♦ Maintained relationships with 30+ stakeholders and clients, improving communication flow and content execution quality.
- ♦ Applied structured project management practices to deliver multiple campaigns with 100% on-time completion.

## Creative Brand Development & Multimedia Production

---

- ♦ Designed and delivered print and digital media assets using Adobe InDesign and Photoshop, emphasizing visual clarity, storytelling, and brand consistency.
- ♦ Increased client visibility and social engagement by an average of ~20% through effective content design.
- ♦ Managed multiple creative projects simultaneously from concept through final delivery.
- ♦ Ensured quality control, accuracy, and consistency across all media outputs.

# Paul Apolinario

Digital Media Specialist

## Core Competencies

- ♦ Digital media production (print, web, multimedia)
- ♦ Adobe Creative Cloud (InDesign, Photoshop)
- ♦ Instructional design & learning development
- ♦ Visual storytelling and content strategy
- ♦ Video, web-based, and hybrid learning content
- ♦ Portfolio-based and outcomes-driven assessment
- ♦ Project coordination and workflow management
- ♦ Stakeholder collaboration and client support
- ♦ Accessibility, clarity, and audience-centered design

## Career Statement

I combine digital media production and instructional design to help teams communicate complex information clearly and effectively.

## Digital Projects & Web Presence

- ♦ Designed, launched, and maintained websites for golf teams, yearbook programs, and water polo organizations.
- ♦ Created site architecture, page layouts, and visual branding aligned with institutional or team identity.
- ♦ Produced and organized digital content including schedules, galleries, announcements, and program information.
- ♦ Ensured usability, clarity, and accessibility for student, parent, and community audiences.
- ♦ Supported ongoing site updates, content management, and version control.

## Publication & Production Operations

- ♦ Led ideation and execution of large-scale, deadline-driven publication and media production programs.
- ♦ Managed end-to-end workflows across writing, design, photography, and digital media teams.
- ♦ Oversaw quality control, progress tracking, and performance evaluation throughout all production phases.
- ♦ Recruited and trained contributors in Adobe Creative Cloud standards and production best practices.
- ♦ Managed program operations and a \$200K+ annual budget, delivering consistently award-winning results.

## Tools & Technologies

- ♦ Adobe Creative Cloud (InDesign, Photoshop)
- ♦ Microsoft Office Suite
- ♦ Digital collaboration platforms (Google Workspace, Microsoft Teams, Canvas, Blackboard, Google Classroom, Canva, Wix, Trello)
- ♦ Web-based learning and content delivery tools (Canvas, Blackboard Learn, Google Classroom, YouTube (Educational Channels), Vimeo, Zoom, Adobe Express, Canva for Education, Wix)

## Employment

|  |                   |             |
|--|-------------------|-------------|
| William S. Hart Union High School District | Santa Clarita, CA | 2021 - 2025 |
| Apoldesigns                                | Santa Clarita, CA | 2020-2021   |
| Princess Cruises Australia                 | Valencia, CA      | 2018-2020   |
| Archdiocese of Los Angeles                 | Mission Hills, CA | 2001-2018   |