

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

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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.

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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

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.

Career Statement

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

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