



Hello.

PAULA SUTTON

CREATIVE BRAND STRATEGIST

For the past 20+ years, I have served as a strategic brand and creative leader for both agency and corporate businesses. I have a proven track record of modernizing brand positioning and visual identity systems and delivering high-impact, multi-channel marketing campaigns for internationally recognized brands.



email
paula@thecreativeriver.com



mobile
706.604.5156



website
thecreativeriver.com

EDUCATION

Bachelor of Arts Degree
University of Witwatersrand, South Africa

Specialized Business Diploma
Birnarn Business College, South Africa

Web Design & Interactive Media Diploma
Kennesaw Education Center, Ga., USA

Certified Usability Analyst (CUA)
Human Factors International, Ga., USA

Certified User Experience Analyst (CXA)
Human Factors International, Ga., USA

AIGA & Yale School of Management's
Business Perspectives for Creative Leaders
Graduate

LEADERSHIP SKILLS

Leadership Training

- Leadership Institute, Synovus Financial Corp.
- Leadership Experience Program, TSYS University

People-Centered, Performance-Driven Leadership Style

- Innovative creative thinker with a strategic focus
- Ability to build and lead a high-performing team
- Understands how to nurture and inspire creative minds
- Sets and inspires high creative standards
- Process oriented, focused on workflow efficiency in fast-paced environments
- Prioritizes to meet key objectives
- Organized and well prepared

WORK EXPERIENCE

- Sep 2019-Present

 - GLOBAL PAYMENTS INC. - CORPORATE HEADQUARTERS** (Atlanta and Columbus, Ga., USA)
Vice President, Corporate Marketing, Brand and Creative

 - Serves as the company's brand positioning and identity leader, leading the strategic design direction and the tactical execution of marketing and brand awareness campaigns across the enterprise.
 - Delivered the Global Payments' differentiated brand positioning, voice, and visual identity system—articulating what sets the company apart in a meaningful and distinct way that resonates with customers—essential to integration and brand modernization efforts.
 - Created an agile brand governance framework providing the tools, assets, and guidance that empower team members to elevate quality, establish consistency, and represent the company with a unified voice across the visual brand experience.
 - A key player in defining and standing up the Corporate Marketing Center of Excellence and related interaction model in critical areas, including brand, content, and creative excellence.
 - Responsible for driving the creative vision and directing the design of a broad range of high-impact, revenue-generating, multi-channel product marketing, and brand awareness campaigns from concept to launch, including the entire brand experience from idea origination through design execution.
 - Leads the in-house brand and creative services team to include copywriters, UX and visual designers, videographers, and motion graphics experts while balancing a department budget, project timelines, and agency relationships.
- Jul 2003-Sep 2019

 - TSYS - CORPORATE HEADQUARTERS** (Columbus, Ga., USA)
Vice President, Corporate Marketing, Global Brand and Design

 - Led the corporate marketing team responsible for developing and executing marketing and communication campaigns to enhance brand awareness and support business growth.
 - Delivered a worldwide brand positioning platform and visual identity system including the related agile brand governance framework to manage brand assets.
 - Managed all aspects of content and design delivery to include: content strategy creation and execution; the origination and delivery of creative; the impact and reporting of projects and the marketing team's operational readiness and related budget.
 - Stood up the first in-house brand and creative services team dedicated to driving brand content and design excellence across the enterprise. The team included copywriters, UX and visual designers, website developers, videographers, and motion graphics experts.
 - Recipient of the President's Circle, the most prestigious award at TSYS, which annually recognizes a select number of exceptional team members who consistently perform at the highest level in all business aspects.
- Jul 2001-Oct 2002

 - WESBANK - CORPORATE HEADQUARTERS** (South Africa)
Brand Manager

 - Delivered a modernized corporate brand positioning and identity system
 - Responsible for the institutionalization and governance of the new identity design system across the organization
 - Charged with the ongoing evolution and delivery of brand messaging and identity assets for all customer touchpoints—print, digital, environmental and television channels.
- Oct 1999-Jun 2001

 - PORSCHE - REGIONAL HEADQUARTERS** (South Africa)
Marketing Brand Manager

 - Responsible for developing the creation of radically creative and inventive marketing campaigns and events that built brand awareness and delivered to the bottom line and all while staying authentic to Porsche's unique brand voice and identity.
 - Charged with the delivery of brand messaging and identity assets for all customer touchpoints—print, digital and environmental
- Aug 1996-Sep 1999


 - GRAPHIC RAIN** (South Africa)
Lead Graphic Designer - Automotive Industry Experiential Events

 - Responsible for the visual design and production of customer relationship marketing events, including product launches, press launches, award functions, conferences, roadshows and incentive travel events for various local and international automotive brands (BMW, Ford, Mazda, Mitsubishi, LandRover and Porsche).

PAULA SUTTON

VICE PRESIDENT, CORPORATE MARKETING, BRAND AND CREATIVE
GLOBAL PAYMENTS INC.

 email
paula@thecreativeriver.com

 mobile
706.604.5156

 website
thecreativeriver.com

MORE ABOUT MY CURRENT ROLE

I collaborate with business and geo-regional units around the world. My role is highly interactive and most of my day involves consulting with business teams on marketing and brand needs and leading our in-house creative services team to ensure marketing solutions elevate the brand experience and connect with the company's vision and purpose. Teams I interact with include:

● AFFILIATE COMPANIES & BRANDS

Consult with designers and brand owners across affiliate companies (both domestic and international) on all matters related to the brand to ensure a unified and consistent brand experience across the enterprise.

Examples of projects: brand strategy, architecture, and principles; corporate identity design systems, template toolkits, and guidelines.

● PRODUCT MARKETING & SALES

Support product marketing, sales, and line of business product owners to carry out the business' strategic marketing plans through the creation, tactical execution, and measurement of product marketing campaigns targeted at prospects and clients.

Examples of projects: product naming and associated brand presentation, marketing and communication plans with recommended tactics to include brochures, infographics, websites, email campaigns, videos, sales presentations, white papers, and case studies.

● EXECUTIVE LEADERSHIP

Support group executives and team leaders in creating communication materials for prospects, clients, and shareholders.

Examples of projects: brand awareness campaigns, brand strategy, architecture, and principles, as well as annual reports, investor presentations, videos, board member materials, and shareholder events.

● EXTERNAL COMMUNICATIONS

Support group executives and team leaders in creating communication materials for prospects, clients, and shareholders.

Examples of projects: client events, industry publications, websites, videos, brochures, community campaigns, direct mailers, email campaigns, and adverts.

● EXTERNAL EVENTS

Work with the team leaders for client-hosted events to create event-related materials to support global events.

Examples of projects: event environmental branding, booth and banner designs, event websites, speaker presentations as well as all print and digital communications.

● FACILITIES/BUILDING MANAGEMENT

Collaborate with building management teams to create and implement environmental branding across all offices to ensure a consistent visual brand presentation across all facilities.

Examples of projects: signage, environmental graphics, murals, and interior design consultation.

● HUMAN RESOURCES & INTERNAL COMMUNICATIONS

Work with group executives and team leaders in the creation of materials to support multiple touchpoints in a team member's employment lifecycle, working to create a more robust employment brand experience.

Examples of projects: recruiting and onboarding materials, team member print and digital communications, environmental graphics, intranet, team member, and leadership events.

● LEGAL

Consult with legal team to manage and govern intellectual property across the enterprise.

Examples of projects: naming and trademark applications and renewals.