

Pam Loupe

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portfolio <http://www.pamloupe.com>

Wally's Natural Products Media Specialist

March 2021 Develop packaging, copy, sales & trade show materials,
October 2019 POP displays, website and social media.

Ampro / Amscan Head Designer

September 2019 Head of Art Department. Developed product, packaging,
August 2014 copy, POP displays for mass market and Party City stores.
Worked directly with overseas vendors. Managed website, catalog design and photoshoots.

Herbalife Production Designer

July 2014 Freelance position for 8 months updating packaging,
November 2013 copy and labels for internal brands.

The Outdoor Recreation Group Senior Designer

October 2013 Freelance position for 5 months developing packaging,
June 2013 hang tags, PDQ's and photoshoots for internal brands.

JAKKS Pacific Art Director

March 2013 Designed *Disney Fairies* and *Celebrate Pixie Party* brand.
August 2012 Managed designers, presentations and photoshoots.

Playhut, Inc. Director of Design

November 2011 Developed packaging, copy for new toy and food lines.
February 2011 Managed a team of designers for brand licensor packaging: *Disney, Nickelodeon, Marvel & Mattel*.

FILO America Director of Marketing

February 2011 Design and update the existing in-house brands,
August 2010 packaging, copy and displays. Worked with vendors.

Sunrise Brands - Seven7Jeans/REROCK Designer / Production

October 2010 Work directly with the Graphic Design Director
December 2009 developing trim and clothing designs.

International Paper Graphic Design Manager

December 2009 Developed branding, packaging, copy and POP displays for:
October 2005 *Masterfoods, Diamond Foods, Mattel, Avery & ConAgra*.
Client presentations, team building, press checks and vendors.

Mattel, Inc. Designer

October 2005 Designed packaging and content for *Cinderella, The Magic of Pegasus &*
October 2004 *The 12 Dancing Princesses*.

My background and ambition to succeed can provide the essential elements for success within your organization. I excel in fast paced environments and handle multiple responsibilities with pride and ownership.

Skills

Adobe Creative Cloud
Excel
Word
Photography

Freelance

Fresh Produce Clothing
FILO America
Andrew & Williamson Produce
MattMan Surf Camp
First Team Real Estate

Awards

POPAI - *Bronze Temporary*
POPAI - *Bronze Permanent*

Education

California State University, Fullerton
San Francisco State University
Imperial College, University of London