

Gar Paul

Branding & Strategy | AI & Automations | Digital Editing & Media | Photography

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Location: Boston, MA, United States

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Summary

A creative force with strategy, tech, and storytelling under one roof. From branding and digital content to automation and client engagement, I build tools that move ideas forward. Want to learn more? Just ask [Doppel-Gar](#), my AI sidekick and digital twin, designed to mirror my thoughts, skills, and personality in real time.

Experience

Studio GBQ – Creative Director & Brand Architect

Boston, MA, Jun 2023 – Present

- Leads branding direction and creative development, including campaign strategy, client journey optimization, product design, and brand alignment across over 20 key touchpoints.
- Captures prospective leads through personal interactions, utilizing sales and relationship-building skills.
- Publicly represents Studio GBQ and manages all legal, financial, technical, and administrative duties.
- Built Quujay AI, a customized GPT model that delivers on-demand insights and executes non-creative tasks guided via prompt engineering, automated triggers, and AI tools for over 30 custom workflows.
- Advanced Studio GBQ's entire platform from pre-alpha to alpha-stage as a solo developer in under 9 months. Self-taught in all relevant technical domains, including database structuring, data-mapping, application integrations, AI prompting, workflow optimization, and automation logic.

Klaviyo – Product Expert

Boston, MA, Jan 2024 – Jul 2025

- Supported over 4,000 business clients, customizing solutions for thousands of advanced automations across email, SMS, and website channels, unlocking enterprise-level scalability for all assisted clients.
- Defined and troubleshooted over 3,000 automations using conditional logic, dynamic variables, and real-time data, improving conversions and personalizing user journeys through tailored funnels.
- Analyzed and optimized customer profiles via custom properties, UTM tracking, and event history, enabling clients to build more targeted, high-performing segments, boosting conversions by up to 25%.
- Provided creative feedback on design materials, offering solutions to visual and content challenges while identifying optimization opportunities, resulting in more effective and on-brand marketing copy.

Santander Bank – Relationship Banker

Boston, MA, Jan 2023 – Jan 2024

- Converted over 100 new returning clients, managed over 20 private-client relationships valued at over \$200,000 each, and delivered high-touch service in a secure low-traffic banking environment.

Tenacity (STRP) – Tennis Instructor & Site Leader

Boston, MA, Summers 2017 – 2022

- Led annual tennis sites, impacting over 500 youth via coaching, lesson plans, and proactive teamwork.
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Education

Boston University – Masters, Business Management, 2022

Boston University – Bachelors, Communications (film & television) (concentrated in political science), 2021

Tools

Zapier, Adobe Cloud (Photoshop, Premiere Pro, Lightroom Classic), Klaviyo, Airtable, N8N, Discord, Slack, WIX Classic, Gimp, Canva, OBS, Final Draft, Google Suite, Microsoft Office, Mac OS.

Core Competencies

AI (prompting & building), **Data** (dynamic population, integrations, systems mapping), **Automation** (event triggers, workflow architecture, logic), **Digital Editing** (photo, video, light graphic design), **Business Design**, **Technical Troubleshooting**, **Creative Direction**, **Sales**, **Coaching**, **Adaptability**, **Client Relationships**.