



## PAUL MARKGRAFF

B.S., Journalism – University of Minnesota

42 W MAPLE LANE, MILTON, WI 53563  
(608) 658-8478 / [paulmarkgraff@gmail.com](mailto:paulmarkgraff@gmail.com)

I am a versatile media professional offering a broad skillset in content generation, multimedia production, AI integration, and leadership, ready to provide cross-discipline solutions in dynamic, demanding environments.

### CONTENT

- Collaborated on editorial and marketing projects with renowned organizations like the NFL, NCAA, American Football Coaches Association (AFCA), Industrial Supply Association (ISA), and Green Bay Packers, meeting every deadline.
- Generated 1,000+ pieces of print and digital content, covering diverse topics from sports coaching to industrial manufacturing, for *AFCA Magazine*, *Progressive Distributor* magazine, *Farm Equipment* magazine, and many more.
- Skilled interviewer with experience in various formats, including in-person, phone, audio, and video.
- Efficient writer, producing content independently or collaboratively with AI, ranging from 500-3,500 words.

### GRAPHICS, VIDEO, PRODUCTION

- Skilled in managing end-to-end print and digital production processes, multimedia ad creation, and project scheduling/execution, with a keen ability to perceive and align branding, design, editorial and sales targets.
- Proficient in diverse production environments, expert in Photoshop, Premiere Rush, familiar with entire Adobe CS.
- Skilled in live and Zoom video capture and editing (iMovie / Adobe Premiere Rush), color correction, sound design, and layout. Versatile in producing conventional, 360 and VR videos using standard and machine learning techniques.
- Built and managed multiple, interwoven YouTube channels. Accumulated over 1M views and 26K hours watched across 799 videos, with significant engagement in the 18-44 age demographic, for Three Cycle Media.
- Adept at efficiently mastering any software, demonstrating a unique adaptability and aptitude for rapid learning.

### SALES & MARKETING

- Grew AFCA sales on print, digital, trade show and convention sponsorship from \$0 to \$1.7M/year with 150+ accounts over 10 years, and agency sales from \$0 to \$300K with 30+ accounts over 12 years for Three Cycle Media.
- Launched and led sales for Prep Strength Coach in 2023, generating \$150K in year one, contributing \$80K directly.
- Delivered comprehensive marketing campaign creation, deployment and tracking, using tools like GA4, Yoast SEO, Meta Business Suite, Google Ads Platform, and Mailchimp, effectively managing multiple concurrent client projects.
- Grew and maintained a social media following of 60,000+ using native and third-party social platforms and management tools like Facebook, Twitter, Instagram, YouTube, Sprout Social, Hootsuite and CoSchedule.

### WEB DEV / ARTIFICIAL INTELLIGENCE

- Proficient in CMS (WordPress, Squarespace), HTML5, and CSS, with experience in JavaScript and Python. Successfully launched numerous media platforms and e-commerce sites with Meta Pixel integration for analysis. Notable websites: PrepStrengthCoach.com, DautiSoccer.com (e-comm/Meta Pixel), Culteez.com (e-comm/Meta Pixel), and many more.
- Completed coursework through Prompt Hero and adept in GPT-4, GPT-4 Playground, Leonardo.ai, among other AI tools. Proven experience in AI collaboration and web dev using self-built Brayn.ai Artificial Intelligence Toolkit.
- Enhanced editorial productivity and quality through machine learning collaboration and process deployment, achieving a 15% task completion increase and 20% speed improvement on editorial workflows.

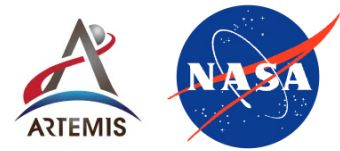
### WORK EXPERIENCE

2001-2009: Pflingsten Publishing  
Fort Atkinson, WI - Online Ops Manager

2009-2011: Lessiter Media  
Brookfield, WI - eMedia Director

2011-2023: Three Cycle Media  
Cambridge, WI - VP, Media

For references, see pages 2-7 / For detailed examples of work, visit <https://paulmarkgraff.com>



To Whom It May Concern,

My name is Yusef Johnson, and I am a Flight Design Engineer and the Integration Lead for NASA's Artemis IV Lunar Landing Mission here at Johnson Space Center in Houston, Texas. On my Twitter profile, my job title reads Rocket Scientist & Football Coach, and believe it or not, there are multiple aspects of each position that carry over, one to the other. Among them is dedication to one's purpose.

I've had the pleasure of witnessing Paul Markgraff in action at numerous national conventions for the American Football Coaches Association. He and his team sold exhibitor booth space for the AFCA Annual Convention to sports industry equipment manufacturers throughout the year. Then each January, Paul and his team hosted around 250 of those manufacturers and around 7,000 football coaches at the convention.

I can attest to Paul's unwavering commitment to serving his clients, who he always referred to as his partners. His performance was nothing short of outstanding. He consistently demonstrated remarkable dedication to his purpose, which was ensuring that every client had a rewarding and successful trade show experience.

One characteristic that sets Paul apart is his empathy for his clients. He listens attentively to their needs and tirelessly works to meet then exceed their expectations. His interactions are always client-focused, and the level of service he provided at the trade show not only reflected well on him but also significantly contributed to the positive perception of the event and the AFCA at large.

Paul's ability to display adaptability and remain solutions-oriented in the face of unexpected challenges is also noteworthy. An incident that stands out for me is when all his clients' trade show materials and paperwork were delayed in shipping due to a winter storm that grounded planes and stalled freight across the eastern U.S. Undeterred by this potentially catastrophic turn of events, Paul enacted his Plan B and utilized backup files he always carried. Collaborating with the convention hall's business center, he managed to reproduce all necessary materials, enabling his clients to set up their booths on time as planned. His calm and composed demeanor during this stressful situation ensured that the trade show lived up to its promise, turning a potential disaster into an unequivocal success. I don't think any of the exhibitors ever knew there was a problem.

Paul's approach to his work is admirable. He ensures that the trade show experience purchased is the trade show experience received. He constantly demonstrates exceptional levels of professionalism. His devotion to his clients, resourceful problem-solving skills, and relentless drive to deliver elite service make him an outstanding candidate for any organization seeking a proven, high caliber leader. I am confident that his dedication to serving his readers and customers will continue to be a valuable asset wherever he goes.

Please feel free to reach me at [yusef.johnson@nasa.gov](mailto:yusef.johnson@nasa.gov) should you require any further information.

A handwritten signature in black ink, appearing to be 'Yusef Johnson', followed by a horizontal line and a small asterisk.

Yusef Johnson  
Flight Design Engineer & Integration Lead, Artemis IV Lunar Landing Mission  
NASA



To Whom It May Concern,

Paul Markgraff was an crucial asset to EdjSports during the four years we worked together on marketing programs prior to my departure for Churchill Downs, Home of the Kentucky Derby, where I currently serve as Vice President of Marketing and Partnerships.

EdjSports is at the forefront of empowering smarter decision-making for coaches through its sophisticated predictive, prescriptive analytical models and custom software solutions. Its game-based approach to statistical decision-making necessitates the analysis of vast pools of data to help teams make critical call decisions rooted in the highest probability of achieving desired outcomes.

Paul displayed an exceptional aptitude for quickly grasping the technical intricacies inherent in EdjSports' software platform. His understanding of its business goals and the statistical methodologies that inform its products played a pivotal role in advancing its strategic marketing initiatives. His comprehension of the intrinsic probabilities and trends one can extract from large datasets, and how coaches can harness that value to enhance their chances of success, was nothing short of exemplary.

Paul's ability to decipher complex concepts and translate them into a communications framework that resonates with less tech-savvy customers and stakeholders significantly enhanced the clarity and efficacy of the activations we undertook. Under Paul's stewardship, the quality of information shared with prospective customers was elite, as was the overall caliber of the marketing campaigns he designed for EdjSports. His innovative omni-channel marketing strategies incorporated a spectrum of media including print and digital display advertising, video production, sponsored content production and distribution, organic social outreach, email newsletters, trade show exhibitor booth procurement and design guidance, convention sponsorship, and live speaking events.

The synergy between Paul's comprehension of EdjSports' business model, the practical application of its software platform, a real grasp of the underlying mathematical and statistical methodologies, and his ability to propose, execute, and measure highly integrated marketing campaigns, was instrumental in establishing EdjSports as a primary thought leader among prospects and customers.

Paul's holistic desire to understand his client's business ethos, coupled with his diverse technical competencies and exemplary communication skills, would make him an asset for any organization.

Best wishes,

*Casey Cook Ramage*

Casey C. Ramage  
Vice President of Marketing and Partnerships  
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Austin Barone  
Co-Founder  
Just Play Solutions  
1800 Genessee Street  
Lawrence, Kansas 64108

To Whom It May Concern,

I am writing to strongly recommend Paul Markgraff for any role that seeks expertise in marketing strategy, creativity, and execution. Over the past few years, our organization has had the distinct privilege of working with Paul on an expansive marketing program, and the experience has been nothing short of exceptional.

My company, Just Play Solutions, currently serves over 850 elite teams in football, basketball, lacrosse, and soccer around the world. Just Play is the first learning management and content aggregation platform designed for sports. We help elite teams better prepare athletes in one location through an integrated workflow suite. Teams are able to create and aggregate content while integrating with other mission-critical platforms and data sources to deliver more content to athletes, in every way they learn.

The marketing program I'm referring to was not an iteration of something that previously existed. It was the brainchild of Paul, conceived from scratch, meticulously planned, and excellently executed. The complexity of the program was manifold, requiring an ingenious blend of creative brilliance and practical functionality. The result was a campaign that met our branding aspirations and achieved the practical content and traffic benchmarks we had set.

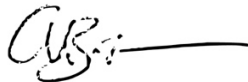
Not only did Paul act as the salesperson on this project, but he also became an integral part of our team, ensuring every facet of the program was addressed. His commitment to open and regular communication was commendable, checking in with us weekly for content assets. Such diligence ensured that our project was always aligned with our intended goals and that we never lost sight of our mission.

Once the program was live, Paul was keenly involved in monitoring its success. His reports were not just statements of what was achieved, but insightful analyses of areas that could be optimized. This iterative and proactive approach ensured that the program was always performing well.

In our experience, it is rare to find someone who is both a visionary and a meticulous executor, but Paul exemplifies both these qualities. His understanding of our business, combined with his innovative approach and attention to detail, made our partnership a rewarding one. I'd like to emphasize that this marketing venture was one of our more significant investments, but the results and the value we derived from it justified our decision to commit to it for three consecutive years.

Any organization would be fortunate to have Paul as part of its team. His caliber, dedication, and expertise are exemplary, and I wholeheartedly endorse him for any endeavor he chooses to pursue in the future.

Warm regards,

A handwritten signature in black ink, appearing to read 'A. Barone', followed by a horizontal line extending to the right.

Austin Barone  
Co-Founder, Just Play Sports Solutions  
(785) 764-9620  
[austin@justplayss.com](mailto:austin@justplayss.com)

Greetings Hiring Committee,

My name is Van Malone, and I serve on the Board of Directors for the American Football Coaches Association (AFCA) and as Chairman of the AFCA Minority Issues Committee. I was a four-year letterman at cornerback for the University of Texas, played four years for the Detroit Lions, and served as a football coach at the highest levels of the game for more than two decades at North Dakota State University, the University of North Texas, Texas A&M, the University of Tulsa, Oklahoma State University, Southern Methodist University and Kansas State University, where I currently serve as Assistant Head Coach and Cornerbacks Coach.

I am writing to recommend Paul Markgraff for your team. I had the privilege of working closely with Paul during his involvement as a member of the Minority Coaches Advancement Association (MCAA) and his work with the AFCA Minority Issues Committee, particularly in the examination of racial disparities in head coaching positions within NCAA Division I Football. Paul's earnest endeavor to foster a constructive dialogue on systemic racism, especially amidst the turbulent times following the tragic death of George Floyd, stands as a testament to his internal drive and moral fortitude.

In the aftermath of the aforementioned incident, Paul took the initiative to engage myself and numerous African American football coaches nationwide to cast a light on the glaring hiring discrepancies in the upper echelons of America's revered sport. His inquiries were thoughtful and sensitive, demonstrating a profound respect for the experiences and opinions of those he interacted with. More than merely posing questions, Paul exhibited an unflinching ability to listen, absorb, and report on the stark realities faced by black coaches and professionals at elite programs across the United States.

What distinguishes Paul further is his willingness to transcend mere discussions and venture into the realm of actionable insight. His endeavors went beyond superficial engagement and delved into a genuine quest for understanding the systemic underpinnings of racial disparity in our society. The comprehensive reporting he conducted on behalf of *AFCA Magazine* not only reflected the personal narratives of African American coaches but also highlighted the unequivocal statistical underrepresentation that pervades the professional landscape in our nation.

Paul sincerely views addressing systemic racism not as a fleeting cause but as a fundamental imperative for the healthy advancement of our society. His conviction, coupled with a respectful and open-minded approach to discourse on racial disparities, significantly contributed to widening the scope of understanding and awareness among his peers and the football coaching community.

I am confident that Paul's profound commitment to diversity, equity and inclusion, along with his exceptional interpersonal skills and sincere drive for positive change, will make him a valuable asset to your team. I strongly endorse his application and am available as a reference should you desire further information.



Van Malone  
[vanmalone@me.com](mailto:vanmalone@me.com)  
(405) 880-0013

Assistant Head Coach, Kansas State University  
Director of Finance & Donations, Minority Coaches Advancement Association (MCAA)  
Board of Directors, American Football Coaches Association (AFCA)  
Chairman, AFCA Minority Issues Committee



**ROBERT J. MAHONEY**

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To Whom It May Concern,

I am writing to offer my recommendation for Paul Markgraff, with whom I have had the pleasure of working for 10 years on various projects, most notably *AFCA Magazine*, the official magazine of the American Football Coaches Association (AFCA). As the managing editor responsible for overseeing the production of *AFCA Magazine*, Paul has consistently demonstrated exceptional proficiency and a keen sense of detail, which helped it become the No. 1 football-coaching magazine for nearly a decade.

One of Paul's most notable strengths lies in his meticulous planning abilities. He possesses a knack for visualizing the magazine as a complete entity, making certain that every article and feature complements the overall design. Beyond this macro perspective, he creates detailed paginations and sets clear deadlines for drafts, revisions, and approvals, ensuring that production deadlines are met.

Throughout the various stages of magazine production, Paul always prioritizes the organization of materials. This attention to detail not only reduces the potential for costly and time-consuming rework but also provided me with a structured platform upon which to maximize creativity.

Paul understands the importance of detailed communication in ensuring the cohesiveness and success of a publication. Whether it's bridging the gap between design and editorial teams or fostering understanding between sales staff and customers, he communicates with clarity, precision, and empathy. This has, in countless instances, facilitated a more harmonious production process and resulted in a publication that genuinely resonated with its audience.

Each of the 60+ editions of *AFCA Magazine* under Paul's stewardship is a testament to his dedication to quality. The magazine invariably speaks with an intentional voice and satisfies the diverse interests of all stakeholders involved. Paul's commitment to ensuring a polished final product is not just commendable; it's exceptional. I have every confidence that Paul will continue to excel and enhance any project or role he undertakes.

A handwritten signature in black ink, appearing to be 'RJM' with a stylized flourish.

Robert J. Mahoney  
Owner, RJM Design

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(952) 406-1587



John Whitman-Brito  
Founder  
Whitman Writing Inc.  
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(773) 949-6650

Greetings,

My name is John Whitman-Brito, and I am writing to endorse Paul Markgraff for any position or endeavor that requires a keen interviewer, talented writer, and detailed communicator open to feedback and collaboration. I have an extensive background in professional writing, having obtained my Master's Degree in Linguistics from New York University (NYU) and having served as Vice President of Marketing for Relearnit Inc., Senior Director of Marketing for Midwestern Career College, Director of Marketing for Wright Graduate University, and Director of Marketing for Concordia University Chicago.

I have had the pleasure of working closely with Paul on multiple content creation projects and I can confidently attest to his exceptional capabilities throughout the content production process.

One of Paul's standout skills is his prowess in conducting interviews. He has the ability to establish immediate rapport with his subjects, which, in turn, allows him to delve into topics and extract valuable insights. His interviews rarely scratch only the surface. Instead, Paul ensures he understands the full context that will ultimately shape his final work. His commitment to thorough research and genuine curiosity sets him apart in this domain.

I've also observed Paul adeptly create and refine content across numerous formats. Whether he's creating print articles, digital content, or audio/video narrative, his flexibility, speed and versatility is commendable. His writing is clear, engaging and tailored to the specific medium and audience. Furthermore, as an editor, Paul consistently demonstrates attention to detail, ensuring that all content aligns with the highest standards of quality and the purpose of the project.

Paul also impresses with his professionalism when it comes to incorporating feedback. He is eminently coachable, viewing constructive criticism not as a setback but as an opportunity for progress and improvement. He recognizes that the best pieces often emerge from collaborative efforts, and he actively seeks input from the necessary parties to produce truly exemplary work.

Should you require any further information or wish to discuss Paul's qualifications in more detail, please do not hesitate to contact me.

Warm regards,

*John Whitman-Brito*

John Whitman-Brito  
Founder, Whitman Writing Inc.