



Paul Metzgar

Project Portfolio



ABOUT ME

Paul Metzgar

As a multi-passionate entrepreneur and producer, I create leveraged impact through innovative marketing and media solutions.

Driving measurable business outcomes for diverse clients, I blend strategic vision with creative execution to transform ideas into tangible results. My work has amplified brand voices, launched successful e-learning platforms, and fueled multimillion-dollar revenue growth.

Texas Farm Credit Resource Center

Producer & Strategist



Loan Process

A multi-use Resource Center Video, improving the TFC customer experience.

With the goal of transforming their digital engagement, Texas Farm Credit trusted Metzgar Media to develop an innovative content model and digital brand strategy. Facing the need to differentiate in a highly competitive market, with little differentiation available in their financial products, we envisioned a strategy that went beyond sales pitches to genuinely educate and engage their audience.





J&K Whatley Farms

Multigenerational farming family integrates modern conservation into their operations, preserving soil health and wildlife.

Beyond Selling

Understanding the inundation of marketing messages in the digital age, our strategy aimed to extend invitations for genuine relationships with potential customers. Moving past the noise of constant sales messages, we shifted to equipping their audience with valuable knowledge through the Resource Center.

The Power of Real Stories

At the heart of our strategy was the emphasis on authentic human experiences. By showcasing real employees and addressing genuine customer inquiries, we aspired to connect on a personal level, demonstrating our commitment to transparency and authenticity. We also produced a series of customer spotlights, helping showcase the impact Texas Farm Credit has in solving the real problems faced by farmers and ranchers in Texas.

Service First

Our content was carefully crafted to anticipate and meet the specific needs of our customers, ensuring they felt confident in their financial decisions. This focus on service rather than immediate profit underscored our dedication to being a supportive and informative resource for their community, especially in matters involving significant financial commitments.

The execution involved a collaborative process, leveraging SEO insights and direct input from Texas Farm Credit's specialists to develop videos that were both informative and relatable. We meticulously scripted the content, VP of Marketing Kacy Land, highlights: "If someone is searching for something like 'Ag exemptions in Texas', they're probably going to find our video."

The Resource Center's impact has been profound. It not only increased leads and doubled visitor time on page metrics, but also significantly enhanced customer trust in Texas Farm Credit. This led to a record 2022 where Texas Farm Credit realized a 15.3M increase in annual revenue.

This project reinforced my core belief in the power of addressing customer needs from a place of service, prioritizing genuine human connections. Demonstrating that by focusing on educating and serving the customer, businesses can foster a deep sense of trust and loyalty, which is invaluable in any industry, let alone financing.

texasfarmcredit.com/resources



TFC Family Matters

To surprise and delight my client we spontaneously created this massive win for office morale.

2x Visitor Time on Page
\$15.3M Revenue Increase in 2022

[CCA Award for Resource Center](#)

Not Sorry Art School

Founder & Operator

The art education landscape has long faced a pronounced divide: traditional art schools offer comprehensive technical education but at a prohibitive cost, while more affordable options often fall short in quality. This persistent gap has made high-quality art education inaccessible to many aspiring artists. Not Sorry Art School was conceived to bridge this divide.

We launched this innovative platform in 2020 aimed at democratizing art education, with instructor Sari Shyrack. Our mission was to offer university-level courses that are accessible from anywhere in the world, at a fraction of traditional costs.



Curriculum Development: We embarked with a foundational course in acrylic painting, setting the stage for an expansive curriculum. This curriculum grew to encompass 12 courses, covering technical skills from portrait to landscape painting. We integrated essential business and marketing skills, not taught in traditional art schools.

Innovative Technology: Our selection of Kajabi was crucial, creating a unified ecosystem for CRM, email marketing, and web hosting, allowing us to concentrate on crafting high-quality content. Additionally, leveraging generative AI, we efficiently converted course transcripts into engaging online content and detailed notes, enhancing our educational offerings and enriching students' learning experiences.

Strategic Marketing: A cornerstone of our marketing strategy was the repurposing of long form podcast content into a value-added weekly newsletter. This workflow not only set the tone for our marketing efforts but also played a crucial role in converting listeners into students. The launch of a 7-day painting Boot Camp was another key initiative, tripling our email list in six weeks, demonstrating our unique value proposition in the art education market.





Our efforts produced measurable impact, supporting over 2,200 students worldwide in their artistic endeavors. The financial milestones—\$33.2k in the first month and \$97.5k in the first year—while impressive, only tell part of the story. The true success lies in the stories of our students, who have transitioned to full-time art careers, secured gallery placements, or simply enhanced their life with a meaningful art practice.

Through strategic curriculum development, innovative technology use, and impactful marketing strategies, we've not only bridged the gap in art education but also created a vibrant community of artists poised for success.

\$33.2k first month sales
\$97.5k first year sales

WILCO Documentary

Executive Producer & Co-Writer



www.wilcodoc.com

Director: Sasquatch Mansfield

Director of Photography: Brent Klein

In my seminal documentary film, I seek to unveil the harsh realities of wrongful convictions and advocate for critical legal reform. At its core, the documentary bridges personal tragedy with systemic failure, spotlighting the urgent need for change within the criminal justice system.

"WILCO" delves into the problematic practice of plea bargaining and its ramifications, drawing upon the recent ABA Plea Bargaining Task Force Report to underscore the depth of this issue.

Through a successful initial fundraising phase, garnering \$44k, the project commenced principal photography in Fall 2023, beginning with the poignant stories of exonerees, their adult children, alongside insights from Ohio Supreme Court Justice Michael Donnelly. The upcoming phase 2 fundraising aims to secure an additional \$260k, ensuring a comprehensive build out of expert interviews and to assure proper distribution for measurable societal impact.

It embodies a relentless pursuit of justice, blending in-depth legal analysis with deeply personal stories to ignite conversations and drive change at the highest levels of society.

RISE Therapeutic Equestrian Center

Producer

RISE Therapeutic Equestrian Center, a nonprofit dedicated to healing through horses, faced the challenges of increasing donor retention and securing substantial funding to expand client capacity and improve facilities. The organization needed a powerful tool to authentically showcase their mission and impact for their annual gala, aimed at a substantial increase in donations.

RISE sought to create a fundraising video that would capture the essence of their unique approach to therapy, the personal journeys of their clients, and the profound impact on the community. The project required meticulous strategic planning to navigate budget constraints, scheduling complexities, and the sensitive nature of featuring real stories within a short production timeframe.



2023 Fundraising Video

Director of Photograph: Sasquatch Mansfield

Overcoming Logistical Challenges

Facing diverse challenges, we balanced logistical precision with the sensitivity needed for working with horses, kids, and the therapeutic context. Our respectful approach allowed us to authentically capture stories, with resourceful utilization to ensure we didn't compromise on production quality or business objectives.

Weaving Storytelling with Financial Impact

Rooted in thorough pre-production, our strategic planning and creative vision developed a narrative that demonstrated RISE's core values. We quickly built rapport to successfully capture our vision —incorporating the founder's vision to client outcomes— enabled by an efficient, impactful filming process. This approach yielded a video that not only highlighted RISE's transformative work but also effectively mobilized donor support.

The fundraising video was a pivotal moment at the gala, “bringing grown men to tears” according to our client, resulting in a remarkable 3.5x increase in donations compared to the previous year. This surge supported RISE's expansion and improvements, and our role led to a consulting contract, aimed at further enhancing their business and marketing strategies for greater impact and sustainability.



**3.5x Increase in Donations
at 2023 Gala**

Online Epoxy Pro

Founder & Operator



Baltic Granite

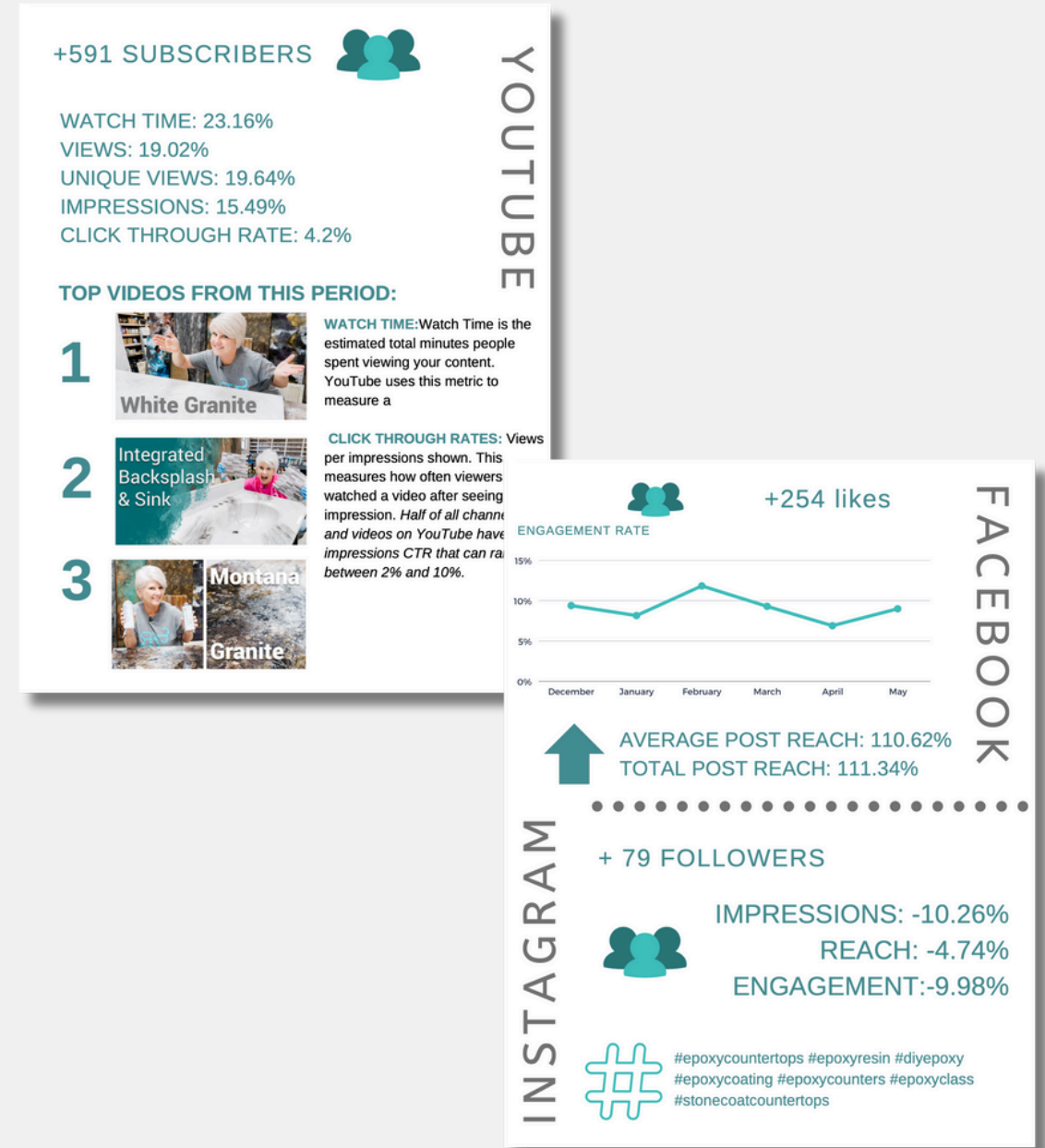
A tutorial from Online Epoxy Pro's technique section.

Specializing in epoxy countertops, RK3 Designs sought to pivot from their traditional trade focus to teaching, aiming to transcend their logistical and revenue limitations. The strategic partnership with Metzgar Media propelled RK3 Designs into a digital education powerhouse, culminating in the successful launch of the Online Epoxy Pro course and their ongoing Youtube presence of over 90K subscribers.

Eager to leverage their industry expertise on a larger scale, RK3 Designs envisioned reaching a national audience to market their in-person trainings. The objective was clear – to establish RK3 Designs as a leader in epoxy countertop education, thereby maximizing their impact and revenue through digital channels.

I architected a comprehensive digital strategy. This multifaceted approach involved:

- **Branding and Website:** Developing a modern brand identity and e-commerce website to serve as the foundation for their digital expansion.
- **Digital Marketing:** Leveraging a mix of ads, social media, email marketing and SEO we brought significant growth to the RK3 Designs reach. Quickly filling up their classes with the newly created national audience.
- **Content Strategy and Production:** Crafting a content mix of podcasts and tutorials to build and engage a core following through social media, coupled with strategic lead generation and email list growth activities.





Scaling Your Business: A segment from Online Epoxy Pro's Business section.

\$43.8k first month sales
\$73.6k first year sales

Recognizing the potential to further scale RK3 Designs' impact, I proposed an ambitious next step, the Online Epoxy Pro course. This premium online course amalgamated their four in-person workshops into a comprehensive digital format, complete with a supportive community for learners. We accomplished:

- **Monetization:** The Online Epoxy Pro course introduced a significant new revenue channel for RK3 Designs. By offsetting the impact of cancelled classes and reduced trade contracts, it ensured the company's continuity through the challenges 2020 brought forth.
- **Entrepreneurial Empowerment:** Numerous students nationwide have transitioned from traditional employment to owning thriving epoxy trade businesses, achieving six-figure annual sales.
- **Industry Transformation:** RK3 Designs has been established as a national authority in the epoxy countertop industry, pioneering entrepreneurship and education within the trade.

The success of the Online Epoxy Pro course exemplifies how targeted digital strategies and content can dramatically amplify a company's impact and revenue.



What will we create together?

I'm excited by the possibility to serve as your creative and business collaborator.

Lets get started

Book your Free Discovery Call now!

Or email me at paul@metzgarmedia.com