

SUSAN SCHMIDT

CREATIVE. DESIGNER. WRITER. PRODUCER

creative-sunshine-inc.com

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PROFILE

A creative, strategic thinker and branding expert who has created and produced award winning campaigns for a wide range of clients. Implements strong concepts with marketing expertise to effectively engage target audiences where they live. An expert in executing powerful campaigns across all communication touch points: digital, social media, print, trade shows, themed events, OOH, collateral, videos, radio and TV. A strong leader and a collaborative team player who is never comfortable with status quo and embraces challenges and pushes ideas to the highest level.

EXPERIENCE CREATIVE DESIGNER, PRODUCER AND WRITER

Creative Sunshine Inc. | November 2014-present

- Developed the strategy, digital campaign creation including graphics, writing and daily postings for brands on social media platforms.
- Created and designed presentations for new business, venture capital investments and internal communications.
- Created an award-winning campaign for Camping World: researched, developed strategy, concept, wrote, art directed and produced TV spots for specified target audiences.
- Art Directed, wrote and managed the creative development of marketing for start-up companies from concept design to implementation across all media channels.
- Conducted research, authored creative strategy, developed campaign concepts and wrote radio, designed digital campaign, collateral and website to launch a new aging in place company.
- Designed logos and branded marketing from pixels to print to presentations for new companies and non-profit organizations.
- Coordinated entire project management: vendor search, bidding, estimating, execution and production.
- Created, wrote, directed and produced short films for Chicago International Film Festival and NASA.
- Created branded campaigns, directed and produced TV commercials for Auto Dealerships on tight budgets.
- Produced, coordinated and executed experiences for events and a STEM camp.
- Designed dynamic and functional websites for nonprofits and small businesses.

CLIENTS

- Camping World • HWLG (How We Learn Group- NFP) • Stay Smart Care
- Share The Warmth Relay • Level5 • NorthShore Kosher Bakery • AutoMatch USA
- The Expo Group • AutoMatch USA • Borg Design Studio • AnswersMedia
- Wansas Tequila • Curiosity Productions • Best in Class Care • Accenture
- Chicago International Film Festival • 4SightHealth • Big City Brides
- Teaspoon Willies • Illinois Small Business • Hedgebot • PediaSource • Evo-lite
- HEPH ED • MojiHeat • Aerolax • Voyadesk • PowerDecal • AeroTrap
- CommandScope • RowdyDow bbQ • DoingGood (NFP) • Rogers Auto Group

EXPERIENCE CREATIVE DIRECTOR

Noble Communications | April 1997 - November 2014

- Guided and mentored designers writers, art directors and project managers,
- Developed strategic communication and marketing plans that made an impact and effectively increased their business.
- Key player in new business pitch and expansion of current clients' initiatives.
- Established procedures and quality standards for the creative and account departments.
- Collaborative leader while able to be that utility player to add a hand in a project.
- Supervised design and production staff developing innovative designs for all projects while managing deadlines.
- Revamped work strategies and processes to accomplish agency objectives.
- Led brainstorming sessions and design reviews and challenged players to achieve excellence.
- Orchestrated photo shoots by choosing photographers, talent, retouching
- Lead TV and video production logistics and excellence by assembling top cameraman, production company, casting, editorial and audio vendors.
- Collaborated with production on task list creation to meet overall project goals on time.
- Recruited, hired and trained top candidates with an eye for performance.
- Negotiated vendor contracts and services to ensure budget requirements were met while maintaining the best quality outcome.
- Anticipated production issues and proved to be proactive in developing effective successful solutions.

CLIENTS • COUNTRY Insurance • Behr Paint. • Stratasys 3D Printing • Indiana University • Midwest Airlines • Underwriter's Laboratories (UL) • PACE Bus. • Chamberlain • Volpi Salumi • VT Industries • Smith & Wollensky • Hach • Plugra Butter • Peak • Thermo King. • Lake Forest School of Management • Amoco Chemicals • Ingersoll-Rand Corporate • Ingersoll-Rand Construction & Mining • Quaker • Schlage • Steelcraft • Michigan State University • Von Duprin Security • Lawrence University • Sterling

EXPERIENCE SENIOR ART DIRECTOR

FS&C -Chicago | January 1994 - April 1997

CLIENTS • Jockey • Jockey For Her • Walter E. Smithe • Bell Federal Bank • CCH • Evans Furs • Hartmarx • Sportsman's Park Racetrack • Children's Memorial Hospital

EDUCATION FLORIDA STATE UNIVERSITY

Bachelor of Art | Graphic Design

SKILLS • Creative Problem Solver • Strong Leader • Mentor • Graphic Designer • Writer • Project Manager • Photographer • Web Designer • Social Media Content Creator • Photographer • Print Producer • Logo Designer • Brand Strategist • Film Director • Broadcast and Video Producer • Multitasker • Chess and Art Teacher

SOFTWARE • Adobe Creative Suite Expert: • Photoshop • InDesign • Illustrator • Premier • Pages • KeyNote • Numbers • Word • PowerPoint • Excel