

SUSAN SCHMIDT

CREATIVE.DESIGNER.WRITER.PRODUCER

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OVERVIEW 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 DIRECTOR: DESIGNER, PRODUCER, WRITER

Creative Sunshine Inc. | November 2014-present

- Developed strategy for branded digital content. Created all content including graphics, writing and daily postings for social media platforms.
- Created and designed presentations that won new business for agencies and secured venture capital investments.
- Created a first national TV campaign for Camping World. Researched competitive market, developed strategy, concepted campaign options, wrote, art directed and produced executions for specified target audiences.
- Managed the creative development of marketing materials for start-up dental prosthetic group of companies. Work included presentations, social media, email campaigns, collateral, videos, trade show graphics, websites and digital ads.
- Conducted research, authored creative brief and developed campaign concepts. Wrote radio spots, designed digital banners, collateral and websites.
- Designed logos and branded marketing from pixels to print to presentations for new companies and non-profit organizations.
- Coordinated 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 branded websites for over 15 small businesses.
- Managed team of designers to meet deadlines and excellence for large company rebranding project.
- Wrote and designed director treatment presentations for production companies.

CLIENTS • Camping World • Impress3D| Arfona | CompleDents • To-Go Packs • MojiHeat
• Guidewire Software • Video Marketing Center • Share The Warmth Relay • Level5
• NorthShore Kosher Bakery • AutoMatch USA • The Expo Group • AutoMatch USA
• Borg Design Studio • AnswersMedia • Wansas Tequila • Oracle/Accenture • Hedgebot
• Chicago International Film Festival • Teaspoon Willies • Illinois Small Business
• PediaSource • Evo-lite • CommandScope • HEPH ED • Aerolax • PowerDecal
• AeroTrap • OSISoft • RowdyDow bbQ • DoingGood (NFP) • Rogers Auto Group
• Voyadesk • Stay Smart Care • HWLG (How We Learn Group) • Curiosity Productions

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EXPERIENCE CREATIVE DIRECTOR & PRODUCER

Noble Communications | April 2005 - 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 consistent excellence.
- Orchestrated print shoots by choosing photographers, talent, and all logistics.
- Lead TV and video production logistics and excellence by assembling top cameraman, production company, casting, editorial and audio vendors.
- Collaborated with production companies to meet overall project goals on time and within budget.
- 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.
- Created an environment to inspire the creative team to think outside the box and produce their best work.

- 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 Cereals
• Schlage • Steelcraft • Michigan State University • Von Duprin Security
• Lawrence University • Jockey • Jockey For Her • Walter E. Smithe • Bell Federal Bank
• CCH • Evans Furs Hartmarx • Sportsman's Racetrack • Children's Memorial Hospital

EDUCATION UNIVERSITY of ILLINOIS & FLORIDA STATE UNIVERSITY

Bachelor of Art | Graphic Design

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

- SOFTWARE** • Adobe Creative Suite Expert: • Photoshop • InDesign • Illustrator • Premier • Pages
• After Effects • KeyNote • Numbers • Word • PowerPoint • Excel • WordPress • Wix
• Squarespace • BaseCamp, Box, Teams and other project management