



ELIZABETH SCHINDELAR

440-454-1902

eschindelar@me.com

www.linkedin.com/in/elizabethschindelar

www.ElizabethFreelance.com

SUMMARY

A passionate and accomplished hands-on Creative Strategist who consistently provides a superior design solution for any marketing strategy. A dynamic Creative Department Team Leader driven to maximize performance, profitability and contain costs via astute client/vendor relations and negotiations.

EXPERIENCE

FREELANCE CREATIVE DIRECTOR, Cleveland, Ohio, 9/08 – Present

I provide design, branding, illustration, advertising, consulting and other creative services to clients both independently and through partnerships with local agencies.

VITA-MIX CORPORATION, Olmsted Falls, Ohio, 4/98 - 9/08

Vita-Mix is a privately owned company that invents, manufactures, and markets equipment to consumer and food-service US / international markets.

MANAGER OF CREATIVE SERVICES

Successfully created, managed and coordinated all major print, web, product, event and merchandising projects for commercial business to business, retail business to consumer and trade show divisions; the work I contributed was instrumental to the growth of the company from \$18M to \$95M; Led all projects from concept to completion.

- Selected, trained, evaluated and inspired creative in-house team (3) and contracted outside creative talent.
- Collaborated with sales force, engineers, consultants and key customers, (Coca-Cola, Jamba Juice, Caribou Coffee, Robeks...) to generate marketing material.
- Reduced outside agency and freelance costs by completing 90% of the projects in-house.
- Developed and executed statistically successful and competitive advertising campaigns, direct mail, web sites, packaging, POP and trade show displays (\$900K budget).
- Scripted dynamic ad copy, headlines, slogans, video scripts and instructional documentation; proofread and ensured that all corporate material reflected the brand and strategic objectives
- Positioned the creative team as a lead driver of new product launches; recommended product design improvements and merged cross function teams to enhance product collateral; envisioned new products and initiated creative brain storming.
- Significantly ingrained the corporate image by establishing the brand guidelines and ensuring company-wide acceptance.
- Supervised the development of product labels, touch pads and on-product messaging; designed custom branding labels for major chains and foodservice manufacturers.
- Spearheaded the introduction of marketing strategies for existing products into new markets (retail, wholesale, health care) resulting in significant sales (\$25M+).
- Recognized for directing over 100 fresh and innovative photography shoots and 9 video shoots both in-house and on-location; provided propping and styling services.
- Planned, coordinated and executed the Vita-Mix web site, the Professional Series web site and the trade show web site; delegated nonstop web site enhancements and updating.
- Streamlined and monitored a system for ongoing image storage archival management.
- Created sales and corporate Power Point presentations.
- Distributed a dynamic quarterly HTML e-mail newsletter targeting the entire commercial sales force.
- Developed PR releases and coordinated production through external public relation agencies.
- Employed the IT department to incorporate job tracking software enabling the entire company to pinpoint progress on creative projects; resulting on time and within budget projects.
- Analyzed all software/hardware purchases for the Creative Department.
- Introduced the first 50-page print catalog for commercial division; Originated the first award winning 200-page recipe book and DVD for the retail division (Increased product value by \$100).
- Teamed with legal representation and engineering to facilitate trademarks, certifications, patents, UPC codes and other product identification.
- Increased product exposure and significantly enhanced the corporate image with the Naked Chef Campaign/ Calendar (Featured on CNN and the New York Times); grew product sales 80% over target.

EXPERIENCE

AMBROSI, Chicago, Illinois, 1992 - 1997

Ambrosi & Associates, Inc. services include brand development, retail advertising, catalog marketing, photography, visual marketing, packaging, multi-channel solutions, outsourcing, and broadcast advertising.

CREATIVE DIRECTOR

Oversaw and designed national consumer print media for the home division of Sears, ensuring that all marketing material was complete, aesthetically pleasing and consistent with branding and client direction.

- Represented Ambrosi during implementation and strategic meetings at Sears Headquarters.
- Superintended and controlled consistency of brand image with a team of 12 Art Directors, Copywriters, Designers, Illustrators and Photographers
- Acknowledged among peers for creativity, teamwork and results; Yielded a record-breaking number of monthly newspaper advertising supplements.
- Assured accuracy at all press checks; No known errors.
- Coordinated with management to strategically execute promotions including "Come see the Softer Side of Sears", Sears Days and other holiday/sale promotions.

FREELANCE ART DIRECTOR, Atlanta, Georgia, 1988 - 1992

Designed and directed numerous retail projects

Accounts:

- Rich's, (Merged with Macy's in 2005)
- Uptons, (Closed 2000)
- 3-Score Catalog House (Bloomingdales, The Linen Source) (Closed 1999)
- Kroger

THE GLIDDEN COMPANY, Westlake, Ohio, 1988 - 1992

The Glidden Company is now part of Akzo Nobel, the world's largest coatings manufacturer.

GRAPHIC DESIGNER

Successfully translated copy into concrete layouts for newsletters, consumer advertising, logos, paint can labels and point of purchase graphics for Glidden Retail Stores.

- Conceptualized a ground breaking instructional painting technique pamphlet
- Planned, directed and stylized all wall covering book photography

EARLY DEVELOPMENTAL WORK

After graduation from Cooper School of Art, I was employed as a Layout Artist at Higbee's and the May Company in Cleveland, Ohio. I held the position of Art Director at Halle's Department Store when they went out of business in 1982.

EDUCATION

COOPER SCHOOL OF ART - Graduated with a Commercial Art Major; 4.0 grade point

CUYAHOGA COMMUNITY COLLEGE - Completed one or two courses in Quark, Photoshop, Illustrator, Dreamweaver, Flash, HTML, Premier - Multimedia Major; 4.0 grade point

NEW HORIZONS COMPUTER LEARNING - InDesign

CLEVELAND STATE UNIVERSITY - Flash

TECHNICAL PROFICIENCY

INDESIGN, QUARKXPRESS, PHOTOSHOP, ACROBAT, BRIDGE, IWORK, ILLUSTRATOR, WORD, POWERPOINT, DREAMWEAVER, FLASH, PREMIER

RECOGNITION

- Stevie Finalist American Business Awards presented to the In-House Creative Team at Vita-Mix under the leadership of Elizabeth Schindelar for "Best Creative Team"
- Stevie Finalist American Business Awards in the Best Magazine Ad category for "Blender of the Month"
- Graphic Design USA American In-House Award for the "Create" Book
- Graphic Design USA American In-House Award for the "Advantage Vita-Mix" brochures
- Apex Award for Excellence in the One-Of-A-Kind Web Electronic Publications category for "Blender of the Month"
- Apex Award for Publication Excellence for the "Create" Book
- Creativity Annual Honors Award in Book Design and Jacket category for the "Create" Book
- Creativity Annual Gold Award for Magazine Ad, B2B, single category for "Blender of the Month"

PERSONAL

Excellent health; Interests include painting, yoga, reading popular contemporary fiction and breeding English Bulldogs