

# Robert E. Schmolze

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## EDUCATION

Minneapolis College of Art and Design — BFA

## EXPERIENCE

### MARCH 2010 TO PRESENT

#### Marketing Assistant, United Imaging

Woodland Hills, CA

- Create graphics and campaign overviews for 2010-2011 marketing needs
- Create and implement Social Media Guidelines and Marketing strategy
- Schedule and track all marketing projects for 20+ sales staff
- Implement surveys and email marketing
- Budget, create and purchase promotional material

### MARCH 2008 - AUGUST 2008

#### Project Manager, TMLA, a MeadWestvaco Company

Los Angeles, CA

- Processed work orders to ensure high quality results of clients needs
- Anticipated problems and offered solutions between account managers, design and production art departments
- Tracked billing and project timelines of 100+ pieces of art at any given time with online project management programs
- Lead daily meetings with account managers, design and production department to debrief the clients needs

### 2006-2007

#### Project Manager, Duck Soup LLC

Los Angeles, CA

- Oversaw special projects and coordinated vendors, management, e-commerce and retail staff to meet deadlines and budgets.
- Created guidelines and buying practices that lead to increase internet sales
- Created a report laying out a 12 point marketing analysis of e-commerce website used as the framework for doubling e-commerce sales in a 12 month period
- Purchased product to meet the needs of the brick and mortar store and e-commerce stores
- Developed and produced Trade show booth, Spin rack headers and table talkers, for Duck Soup Branded DVD series
- Produced graphics and edited copy for marketing materials to be used for store signage, postcards, media release kits, letterhead, business cards, website upkeep, and viral marketing
- Concept of retail space including signage, display units, created a budget for 200 new products to enhance location for proposal with a high profile music industry company. Lead staff, daily and weekly, meetings to report project and budgetary updates
- Monitored e-commerce sales and competitors pricing to make buying recommendations
- Oversaw bi-annual inventory for brick and mortar store and warehouse
- Reconciled damaged products with suppliers

### 2005-2006

#### Production Artist, Depicture

Los Angeles, CA

Clients: Wilhelmina LA, Next-Artist Management, Click, Ford Modeling and Cathy Steel Modeling

- Improved quality of printed materials (i.e. comp cards and head shots) based on eight years of expertise in creative software, printing, color correction, image manipulation and project management.
- Met with clients to meet their needs and fulfill their orders
- Photo edited, color corrected, retouched, composed, printed, cut and shipped 25-50 orders of 100 prints each in a day
- Tracked billings and jobs through online proprietary accounting software

- Learned specialized production techniques in two weeks

**2003-2005**

**Production Artist, Explore Talent**

**Los Angeles, CA**

- Lead a creative team of 7-9 production staff responsible for increasing department's efficiency by 170%
- Identified and quickly troubleshot any problems and discrepancies within the department
- Specialized color correcting, retouching and printing head shots, portfolio photos, individualized picture business cards, comp cards, thumb-nailed images for the web, managed ftp site for client view and archived images onto DVD, shipped products to clients
- Oversaw the quality of over two thousand images that were processed daily by staff
- Created templates and Photoshop actions to standardize workflow
- Trained 6 new employees on standards, work habits, and company policies/procedures

**1998-2003**

**Retail Clerk, Pearl Arts and Crafts**

**Los Angeles, CA**

- Provided customer service to clients not only by assisting them in locating store products but also by providing them product information and specs as a fine art, design, and craft specialist
- Taught in-store demos and art classes providing students orientation of how to utilize fine art products
- Creatively displayed merchandise by developing flooring designs for various seasonal and sale events
- Created Store signage for seasonal, special events and sales
- Met with vendors to place orders and conduct inventory control
- Scheduled employee hours for the store's Fine Art Department
- Set up annual trade show sponsored by Pearl Arts and Crafts
- Oversaw annual inventory and damaged product reconciliation

**SELECTED FREELANCE 1998-PRESENT**

4:13 Marketing, Los Angeles, CA.

Designed Logos for Chatham University Press and LA Organize

LAUSD Teachers' Union, Los Angeles, CA

Production Art and created data bank of over 800 phone numbers and addresses

Nedd Footwear, Shoes for skaters, Redwood City, Los Angeles, CA.

Event planning, displays, e-flyer, postcard and poster. Print advertising

Meritage, Skin care products for men, Los Angeles, CA.

Corporate identity, trade booth, P.O.P and catalog

Pit Bull Energy Drink, Los Angeles, CA.

Promotional calendar for Pit Bull Auto Racing

Community Health Council, Los Angeles, CA.

Direct marketing mailers, pay check stuffers, posters, corporate identity, power point presentation and work book to explain the Healthy Families Program

**SKILLS**

Mac / PC

Photoshop CS5

Illustrator CS5

InDesign CS4

Dreamweaver CS4

Flash CS4

Photo retouching

Microsoft Office

Quark Express

Four color printing

Social Networking Strategy

Project Management