

Matt Schroeder

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Resume

Qualification Summary

- Creative direction/production (strategy to completion)
- Marketing strategy development
- Project management
- Team building
- Leadership
- Training (development and instruction)
- Staff management
- Budgeting and estimating
- Client/account services
- Desktop publishing and layout for single print ads, print campaigns, magazines, newspapers, posters, direct mail, inserts, point-of-purchase, menus, packaging, billboards, transit displays, flyers and catalogs
- Logo development, corporate identity and branding
- Creative copywriting
- Script development and storyboards for television and radio
- Digital photography, color correction for print and retouching
- Illustration (both by hand and computer)
- TV and radio (in both producer and director capacity)
- Digital pre-press
- Print and production bid procurement
- Talent coordination and procurement
- Computer/network maintenance, repair and troubleshooting
- Certified mediator

Education

A.A.S in Graphic Design, Colorado Mountain College. December 1996

Career Highlights

Colorado Community Newspapers

- Creative Director (2008 - 2009)
- Composition Manager (2006 - 2008)

Responsibilities: Management of Creative Advertising department and Editorial Copy Desk for a group of 13 geographically dispersed publications, all internal and external marketing, strategic planning and budgeting, bid procurement, creative and sales training, web development, special section planning/design including sales literature and promotional materials, computer maintenance and client services.

Notable projects/clients include: Complete redesign of all 13 weekly newspaper and web products resulting in a 300% increase in page views, TellerNetcast.com (Internet radio), Design & content overhaul of: Douglas County Guide; Teller County Guide; Tri-Lakes Guide; Best of the Best; Summer Fun Guide; Burt Ford/Chevy/Dodge of Parker, Land Rover Denver East, Mark Schlereth's Stinkin' Good Green Chile, Beat the Stink and oversaw outsourcing of print, editorial and creative production capacities to 3rd party vendors.

Allegory Marketing Solutions

- Creative Director (2001 - 2006)

Responsibilities: Management of entire creative team and development of all aspects of print, television and multimedia campaigns for local and national accounts totaling over \$4,000,000 annually.

Notable projects/clients include: American InterContinental University, Aquatrend, Argosy University, Backyards and Billiards, Blueprint Company, Brass Ass Casino, Carlin Dodge, City of Woodland Park, Colorado Springs Convention and Visitors Bureau, Colorado Premium Vodka, Colorado Springs Veterans Day Parade, Colorado Technical University, Dancing Star Realty, Delta Solutions & Strategies, Dollar Rent-A-Car, Double Eagle Hotel and Casino, First Business Brokers, Flying W Ranch, JP McGills Hotel and Casino, Liberty Heights, Midnight Rose Hotel and Casino, Norris-Penrose Event Center, Perfection Honda, Pikes Peak or Bust Rodeo, Red Noland Cadillac, Red Noland Infiniti, SCS Interactive, Silverwood Hotel and Conference Center, Sunshine Development, Thrifty Car Rental, Todays Homes, Uccello's Ristorante, Wendy's, Windsor Management Services, Winslow VW/BMW, Woodland Park Chamber of Commerce.

The Colorado Springs Gazette

- Special Projects Artist (1997 - 2001)

Responsibilities: Production of print and collateral materials for various Gazette events, promotions and advertisers.

Notable projects/clients include: Colorado Springs Auto Dealers New Car Show, The Gazette's Armchair Quarterback Challenge, The Goose Gossage Celebrity Golf Classic, The El Paso County Fair, The 1997 Colorado Springs HBA Parade of Homes, The Broadmoor Magazine.

Programs

Highly proficient

- Adobe Acrobat
- Adobe Distiller
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Corel Draw
- Quark XPress
- Microsoft Office

Know just enough to be dangerous:

- Adobe GoLive
- Adobe Audition

Awards and Commendations

- Gold ADDY Award for Self Promotion Direct Mail (2004)
- Gold ADDY Award for Packaging (2004)
- Silver ADDY Award for Product Launch Campaign (2004)
- Silver ADDY Award for Vehicle Wrap (2004)
- Silver ADDY Award for Catalog Development (2004)
- Silver ADDY Award for Direct Mail (2001)
- Silver ADDY Award for Television (2001)

Awards and Commendations continued...

- Silver ADDY Award for Logo Development (2001)
- Silver ADDY Award for Press Relations Package (2001)
- 1st Place Colorado Press Association for Best Marketing Promotion (2008)
- 2nd Place Colorado Press Association for Best Advertising Campaign (2008)
- 2nd Place Colorado Press Association for Best Circulation Promotion (2007)
- 2nd Place Colorado Press Association for Best Real Estate Advertisement (2007)
- 2nd Place Colorado Press Association for Best Black and White Advertisement (2007)
- 2nd Place Colorado Press Association for Best Small Space Advertisement (2007)
- 3rd Place Colorado Press Association for Best General Interest Special Section (2007)
- 3rd Place Colorado Press Association for Best Circulation Promotion (2007)
- 3rd Place National Newspaper Association for best Advertising Special Section (2007)
- Colorado Springs Gazette Advertising Artist of the Year (1998)
- Colorado Springs Gazette Advertising Artist of the Year (1997)

Involvement

- Graphic Design Advisory Board - Colorado Mountain College (2001-present)
- Pikes Peak or Bust Rodeo (2002-2006; Ramrod Co-chair Program)
- Visual Communication Advisory Board (Program startup) - Colorado Technical University (2002)
- Palmer Lake Volunteer Fire Department (Various graphic design/promotional development)
- United States Martial Arts Charities (2001)

References

Asa Cole

Publisher, Colorado Community Newspapers
(303) 663-7196
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Stacy Vogel

Advertising Director, Colorado Community Newspapers (former)
(515) 339-5004
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Andy Rickard

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