

Andrew Schmid

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Marketing & Design

10+ years of experience in Marketing, Graphic Design, and Social Media Management, with a documented record of success in increasing presence, sales, and brand awareness.

BA in Graphic Design

- Expertise in multiple marketing disciplines, including Digital, Print, and Photography.
- Proven success in driving results through Social Media, E-commerce and Branding standards.
- Results include triple-digit sales growth and increased profits.
- An experienced marketer who plays an integral role in a range of disciplines.

Areas of expertise

• Adobe Creative Suite	• Web Design & Maintenance	• Team Management
• Product & Portrait Photography	• Microsoft Office	• Vendor Negotiations
• Social Media Marketing	• Email Marketing	• E-commerce

Professional Experience

Spitzer Lighting– Newark, DE
Marketing Manager

3/2021-Present

Designed and implemented a marketing plan and materials to increase sales nationally by triple digits for consecutive years.

- Conceptualize and execute on multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels.
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis and optimize accordingly.
- Create a full line of branded marketing collateral including company logos, print ads, social media ads, brochures, product packaging, flyers, and corporate giveaways.
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration.
- Manage content and updates for customer and internal touch points, participating in events, documenting business processes, and providing additional sales support.
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies.
- Present ideas and final deliverables to internal and external teams and communicate with senior leaders about marketing programs.

Andrew Schmid Designs – Pennsville, USA

6/2020-4/2021

Freelance Designer (Short Term Contract Positions)

Develop and design collateral that will elevate and distinguish my extensive list of clients' brands.

- Create visually appealing designs, which have constant branding across both print and digital media.
- Build authentic relationships with clients, leading to a customer base of repeat business.
- Design, develop, and implement the communication materials while helping clients cut costs.
- Create a wide spectrum of design work (logos, brochures, newsletters, graphics, presentations, and advertisements) that exceed the expectations of my clients.
- Take high-quality product and portrait photos, then retouch and color correct using Adobe software.
- Conceptualize, plan, execute and maintain websites for a wide range of clients.

Julius Silvert – Philadelphia, PA

4/2014-8/2020

Graphic Designer

Designed a wide range of marketing materials. Created and managed a social media presence after identifying an opportunity. Established relationships with marketing partners. Expanded online sales and maximized return on investment.

- Recommended and consulted with management on the most appropriate graphic design options based on overall marketing goals.
- Created a full-line of branded marketing collateral including company logos, print ads, social media ads, brochures, product packaging, flyers, posters, and corporate giveaways.
- Oversaw the sales channels, updated e-commerce inventories to increase sales and earnings.
- Managed a team of employees to improve productivity, cost effectiveness and customer satisfaction.
- Enhanced media exposure and brand recognition through social media channels.
- Negotiated with outside marketing partners to sign them up for marketing programs and support.
- Managed multiple private label brands and the different styles that were specific to them.

Axalta Coating Systems – Wilmington, DE

4/2013-8/2013

Label Editor

Updated labels with accuracy to make sure of compliance with both brand and regulatory requirements.

- Worked with Product Managers, Regulatory Affairs and Marketing to create labels for an extensive line of paint and other coating products.
- Proofread artwork before production to make sure they complied with both regulatory and branding standards.

Portrait Innovations – Wilmington, DE

6/2012-4/2013

Studio Photographer

Exceeded my customer expectations while capturing the perfect portrait.

- Photographed individuals, groups, families, while paying special attention to details, to capture the perfect moment.
- Edited, toned, captioned and uploaded photographs for the clients.

Henry Troemner – Thorofare, NJ
Graphic Designer

1/2008-11/2010

Designed a range of marketing materials including brochures, flyers, machine artwork, and instruction manuals.

- Created designs for catalogs, brochures, instruction manuals, posters, front panels, labels and other marketing materials.
- Formatted text and graphics for blog posts, newsletters and other materials.
- Collaborated with vendors to ensure style consistency with other marketing materials.

Education & Credentials

Bachelor of Arts Graphic Design, 2007

Richard Stockton University, Pomona, NJ

Computer & Web Knowledge/Skills:

Mac and PC platforms; Microsoft Office (Word, Excel, PowerPoint, Outlook); Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat); Quark; Google: Adwords & Adwords Editor, Analytics, Webmaster Tools; Facebook Advertising, Facebook Facebook Insights; HTML, CSS, Wordpress; Social media management dashboards –Hootsuite, Tweetdeck; Social media channels – Facebook, Twitter, Instagram, LinkedIn; Trademarking.