



# KURT SCHOENFELDER



## Senior Art Director/ Creative Director



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## WORK HISTORY

### DME Acquires, LLC

March 2022 - Present

#### Vice President, Creative & Production

Develop and implement innovative direct marketing programs for companies across the automotive service, retail, finance, and insurance sectors. Design and deliver creative CRM and conquest strategies leveraging a mix of direct mail, email, social media, and digital marketing channels to drive engagement, acquisition, and customer retention.

### Throttle 5 Creative Solutions

March 2008 - Present

#### Owner/Sole Proprietor

Founded and operate a creative solutions business dedicated to helping companies in the Chicagoland suburbs achieve their branding and marketing objectives. Provide tailored creative services across diverse industries, including real estate, automotive, restaurants, insurance, marketing agencies, book publishing, and non-profits, delivering impactful results and fostering long-term client relationships.

### Aspire Marketing Services

Feb. 2021 - Sept. 2021 • 8 mos

#### Creative Director

Designed and implemented dynamic omnichannel direct marketing campaigns and service retention programs for automotive dealerships in partnership with Dallas-based Aspire Marketing (formerly Cox Auto).

### Accelerated Marketing

May 2014 - Sept. 2020 • 6 yrs 4 mos

#### Creative Director

Developed impactful direct response marketing programs for automotive dealerships nationwide, driving measurable results and customer engagement as Creative Director of Accelerated Marketing. Crafted compelling inbound marketing, e-mail, and social media content to enhance brand visibility and connect with target audiences.

### Epsilon (Publicis Groupe)

Oct. 2003 - May 2014 • 10 yrs 8 mos

#### Sr. Art Director

Provided creative direction and executed graphic design for high-impact direct mail marketing campaigns tailored to the Tier 3 retail automotive industry. Led training sessions for a production team of 10+ professionals, enhancing their expertise in Adobe Creative Cloud tools, with a primary focus on InDesign, to ensure top-quality deliverables and streamlined workflows.

## EDUCATION

### Illinois State University

Bachelor's of Science - 1999



Attended Illinois State University in Normal, IL and graduated with a Bachelor's of Science in Studio Arts and Design.

## SOFTWARE

Adobe InDesign 60%

Adobe Photoshop 30%

Adobe Illustrator 10%

- Adobe Acrobat
- Adobe After Effects

### Web CMS & E-Mail Applications

- Twilio (SendGrid)
- GoDaddy
- Wordpress
- Stripo (HTML E-Mail)
- Squarespace
- MailChimp

### Direct Mail Digital Integration

- DirectMail.io
- Impact Zone
- DecisionLinks

### Productivity

- Microsoft Office 365
- Slack
- Google Suite
- Salesforce CRM

## AI INTEGRATION

- Adobe Firefly/Express
- Chat GTP
- CapCut Video
- Grok

## INDUSTRY SKILLS

- Automotive CRM & Conquest Marketing
- Traditional /Digital Marketing Integration
- Client Relationship Building
- Vendor Management

## PROFILE

### Senior Art Director | Creative Director Automotive Marketing Specialist

With over 25 years of expertise in crafting impactful advertising and data-driven direct marketing campaigns for the automotive industry, I bring a unique blend of creativity and strategy to every campaign. As a seasoned Graphic Designer and content strategist, I specialize in bridging traditional print and cutting-edge digital platforms to deliver results-driven marketing solutions.

## TOP SKILLS

- ✓ Graphic Design
- ✓ Copywriting
- ✓ Marketing
- ✓ HTML E-Mail
- ✓ Art Direction
- ✓ Direct Mail
- ✓ Advertising
- ✓ Web Design
- ✓ Brand Development
- ✓ Social Media
- ✓ Printing/Pre-Press
- ✓ Video Creative

## PORTFOLIO & TESTIMONIALS



Scan to view my portfolio at [www.throttle5.com/portfolio](http://www.throttle5.com/portfolio). Testimonials and references are available upon request.