

KURT SCHOENFELDER



Senior Art Director /
Graphic Designer



CONTACT



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kurt-schoenfelder

EDUCATION

■ Illinois State University 1998 - 1999 • Bachelor's of Science

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

■ Waubensee Community College 1995 - 1997 • Associate's Degree

Attended Waubensee Community College in Sugar Grove, IL and graduated with an Associate's Degree in Graphic Design.

SOFTWARE

A typical day...

Adobe InDesign	65%
Adobe Photoshop	20%
Adobe Illustrator	15%

✓ Adobe Acrobat ✓ Adobe After Effects

■ Web CMS & E-Mail Applications

✓ Wordpress ✓ Stripo (HTML E-Mail)
✓ Squarespace ✓ MailChimp
✓ GoDaddy ✓ Sendinblue

■ Direct Mail Digital Integration

✓ DirectMail.io ✓ Impact Zone
✓ DecisionLinks

■ Productivity

✓ Microsoft Office ✓ Slack
✓ Google Suite ✓ Salesforce CRM

SKILLS

✓ Marketing Strategy/Analytics
✓ Client Consulting & Relationship Building
✓ Vendor Management

PROFILE

Seasoned Art Director/Graphic Designer with a background in direct response and omnichannel direct marketing programs.

Hands-on creative strategist with extensive experience in traditional and digital mediums.

20+ YEARS
OF CREATIVE EXPERIENCE

EXPERTISE

- Graphic Design
- Copywriting
- Marketing
- Consulting
- HTML E-Mail
- Direct Mail
- Advertising
- Web Design
- Brand Development
- Social Media
- Printing/Pre-Press
- Motion Graphics

PORTFOLIO & TESTIMONIALS



Scan to view my portfolio at www.throttle5.com/portfolio. Testimonials and references are available upon request.

WORK HISTORY

■ Throttle 5 Creative Solutions

March 2008 - Present

Owner/Sole Proprietor

Graphic Design business developed to assist local businesses in achieving their creative and marketing goals. Verticals serviced: real estate, automotive, restaurants, insurance, marketing agencies, book publishing, and non-profits.

■ Aspire Marketing Services

Feb. 2021 - Sept. 2021 • 8 mos

Creative Director

Developed and executed omnichannel direct marketing campaigns and service retention programs for automotive dealerships through Dallas-based Aspire Marketing (formerly Cox Auto).

■ Accelerated Marketing

May 2014 - Sept. 2020 • 6 yrs 4 mos

Creative Director

Created direct response marketing programs for auto dealerships across the nation. Developed inbound marketing and social media content. Accelerated Marketing was the direct marketing arm of Florida-based Carrera Advertising.

■ Epsilon

Oct. 2003 - May 2014 • 10 yrs 8 mos

Sr. Art Director

Creative direction and graphic design execution for direct mail marketing campaigns catered toward the tier 3 retail automotive industry. Regularly trained a production team of 10+ on using Adobe InDesign.

■ JW Reproductions

Feb. 2000 - Oct. 2003 • 3 yrs 8 mos

Graphic Designer

Strategy and graphic design for Aurora area clients. Projects included newsletters, marketing material, print advertising, and corporate branding. Invaluable experience gained in litho pre-flighting/pre-press department.