

KURT SCHOENFELDER



Senior Art Director /
Graphic Designer



CONTACT



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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.

- Designed logos and branding elements for local Realtor clients (Coldwell Banker - Schmieder Group and Keller Williams Agents). Helped grow CB-Schmieder Group to 80 transactions in 2021.

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).

- Developed a successful marketing program to help dealerships buy off-lease vehicles and weather the ongoing microchip shortage.

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.

- Deployed direct marketing packages for dealer groups such as Patrick Automotive, Ken Garff, and Kunes Country Auto Groups. Helped these dealerships sell an average of 30+ additional units each month.

Epsilon

Oct. 2003 - May 2014 • 10 yrs 8 mos

Sr. Art Director

Art direction and graphic design execution for direct marketing campaigns catered toward the tier 3 retail automotive industry. Worked directly with Account Executives to create custom direct mail packages for thousands of auto dealerships across the nation.

- Regularly trained a production staff of 10+ on using Adobe InDesign and helped manage a creative workflow of 400+ campaigns per month. Aspen Marketing's automotive department experienced explosive growth from 2003-2014 leading to Epsilon purchasing the company in 2011 and later being acquired by Publicis Groupe.

EDUCATION

Illinois State University

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

Associate's Degree

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

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

SOFTWARE

A typical day...

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

- Adobe Acrobat
- Adobe After Effects

Web CMS & E-Mail Applications

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

Direct Mail Digital Integration

- DirectMail.io
- DecisionLinks
- Impact Zone

Productivity

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

SKILLS

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

PORTFOLIO & TESTIMONIALS



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