



Kurt Schoenfelder

Sr. Art Director/Creative Director

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Profile

Seasoned Art/Creative Director with a strong background in automotive marketing and direct mail. A print Graphic Designer by trade and content strategist with experience in both traditional and digital marketing mediums.

Qualifications

20 years of professional experience with extensive knowledge in areas pertaining to graphic design, direct mail marketing, corporate branding (logos), print, web content management, copywriting, inbound marketing (social media, blogs, promotions), project management and consumer behavior.

Work History

Creative Director, 88 West Marketing, Ltd. (Accelerated Marketing)

May 2014 - Present

Creative Director for Aurora, IL automotive marketing company, 88 West Marketing, Ltd. Responsibilities included designing tier 3 marketing programs for auto dealerships and developing B2B marketing programs and social media content intended for GMs. Industry clients included over 250 auto dealerships throughout the United States. (Accelerated Marketing was the direct mail arm of FL based, Carrera Advertising.)



Sr. Art Director, Epsilon (Aspen Marketing)

October 2003 - May 2014

Sr. Art Director for a large marketing agency in West Chicago, IL. Duties included developing concepts and designing direct mail, custom e-blasts and various other marketing pieces for the tier 2 & 3 retail automotive industry. Designed thousands of custom direct mail pieces for over 5,000 auto dealerships nationwide. Regularly trained a production team of 10+ on using Adobe InDesign and Quark Xpress.



Graphic Designer, JW Reproductions

February 2000 - October 2003

In-house Graphic Designer for an offset print house in Aurora, IL. Met with numerous clients from the Fox Valley and Chicagoland Area to accomplish their creative goals on print projects such as newsletters, marketing materials, print advertising, and corporate branding materials. Invaluable experience gained in pre-flighting/pre-press as well as time spent in film stripping, platemaking, proofing, bindery, and press rooms



Education

- Associate Degree in Art, Waubensee Community College, December, 1997
- Bachelor of Science in Studio Arts, Illinois State University, December, 1999

Technical Skills

Proficient within the Macintosh Operating System with expert level experience in Adobe Indesign, Photoshop, Illustrator, Acrobat, Quark XPress, Wordpress CMS, Microsoft Office, MailChimp & Slack. Experienced in designing social media inbound marketing using Facebook, LinkedIn and Twitter.

References and testimonials are available upon request.
Visit www.throttle5.com to view portfolio examples.