

Samantha Schroeder

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Education

Depaul University
Chicago, IL
September 2008 – June 2012

B.S. in Business Marketing
Minors: International Business
& Japanese

Middlesex University
London, UK
July – August 2010

Summer studies in
International Marketing

Skills

Proficient in:

Photoshop,
Illustrator
InDesign
Microsoft office
Japanese Language (conversational)
Social Media Advertising

Passionate about print:

Risograph Printing
Vandercook Printing Press
Screen Printing
Large Format
Color Separation
Book Making

Recent Experience

Vitra
Marketing Manager
July 2020 - Present

Transitioned from freelance marketing specialist & designer to North America Marketing Manager. Responsible for many different media channels serving Vitra's different business units. Work on a variety of public facing projects in conversation with the art & design world.

Freelance
Marketing + Design
March 2018 - Present

As a freelancer I provide a finished product on a deadline, within a budget and in whatever needed format. I work directly with clients to create a realistic vision of how to accomplish their objectives, whether it be in creative concepts or marketing strategy.

Clients Included:

Vitra
Insights In Marketing
Warshaw Blumenthal
Craft and Root Design
My Resource Library

Arenson Office Furniture
Marketing Coordinator
January 2014 - March 2018

Managed communications, which includes client and internally facing material creation for one of the largest contract office furniture Knoll dealerships in New York. In charge of the development and inventory of promotional items, and planning industry events. Implemented strategy for social media platforms by generating content, keeping a consistent message and image, as well as identifying the best ways to use each platform.

Shows+Work

Busman Comic Release at Carmine Street Comics (2017)
Vendor at Astoria Market (2018)
Distributed by Zine-o-matic's October 2018 and October 2020 Boxes
Co-Organizer for the Virtual Brooklyn Art Book Fair (2020) [Read more here](#)
Contributor to Betty Art Book Fair (2020)
Co-Organizer for BKABF (2021)

Danse Macabre Issue #1 (2015)
The Adventures of Bus Man (2016)
Insults for All Occasions (2016)
Danse Macabre Issue #2 (2017)
Danse Macabre Issues #3 (2018)
Love Club Lyric Zine (2018)
Insults for One Very Specific Occasions (2018)
Riso Printed Greeting Cards (Ongoing)

Contributor to:

SPRITS Poetry (2019)
Childish Books Mini Zine Pack (2021)

[visit my portfolio at samandthat.com](http://samandthat.com)

References available upon request