

Samantha Schroeder

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EDUCATION **DePaul University**, Chicago, IL September 2008 - June 2012
Bachelor of Science in Business Marketing, Minors in International Business and Japanese

Middlesex University, London, UK July 2010 - August 2010
Completed a summer international marketing course

EXPERIENCE **Arenson Office Furnishings** New York, NY
Marketing Coordinator January 2014 - Present
Manages Brand Identity for one of the largest contract office furniture dealerships in New York city who's main manufacturing partner is Knoll. This includes client and internally facing material production. In charge of the development and inventory of promotional items, and planning industry events. Implements and tracks strategy for social media platforms by generating content, keeping a consistent message and image, as well as identifying the most effective ways to use each platform. Maintains the website, and creates materials, from printed promotional books to digital look books to support the sales process. Maintains manufacturer relationships, and seeks out new partnerships.

Freelance Designer/Illustrator New York, NY
2012 - Present

Have worked with many different clients on whatever project they may need additional design or illustration support on. This entails providing a finished product in the correct format, on a deadline and within a budget. Working directly with the client to create a realistic vision of how to accomplish their objective. Also includes personal projects, such as mini-comics, original character creation, and various print collateral pieces.

Dylan's Candy Bar New York, NY
Copy and Design Intern June 2013 - August 2013

As a member of Dylan's design team, created copy and images for a couple of different projects and platforms. Including corporate gifts catalog copy, images for their new line of donuts, images to be used across social media platforms. These included digital marketing materials as well as print materials. 5 week long internship.

JDRB Design Chicago, IL
Junior Designer December 2011 - January 2013

Worked on the Illinois Library Association Summer Reading Program 2013 resource guide. Originally approached to provide a poster illustration and twenty five spot illustrations, I was also asked to help put together the resource guide, including page layout, copy editing, and content creation.

SKILLS+ PROGRAMS

Skills

Japanese Language
(working level)
Social Networking
Perceptual Mapping
Conjoint Analysis
Color Matching
Prepping files and items for print, and production

Programs

Adobe Photoshop, Illustrator, InDesign,
Microsoft Office, iWork
Trello
Harvest
Buffer
Mail Chimp
Benchmark
Wordpress
Wix

View my on-line portfolio at: www.samandthat.com