

Resume

Carrie Scherpelz

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Qualifications

- ▶ I have over 30 years of marketing communication and project management experience.
- ▶ I team up with top copy writers in the U.S. and Canada to create compelling messages that get results, as demonstrated by response rates.
- ▶ I have 10 years of experience in direct response design, including magazine subscription marketing, catalog marketing, fund raising, and direct response ads and emails.
- ▶ I take a project from concept to design comps, then produce final art ready for print or web.

Professional Experience

Design that gets results. Madison, Wisconsin

Freelance Graphic Designer. 2004–Present

Madison Environmental Group, Inc. Madison, Wisconsin

Director of Communication. 2004–2008

Oversaw company communications; managed marketing plans and designed marketing materials and events for Madison Environmental Group and for its clients; developed marketing strategies which encourage businesses to adopt environmentally sustainable practices that foster change in individuals' behavior.

American Girl, Marketing Communications Division. Madison, Wisconsin

Art Director. 1999–2004

Developed direct mail design for American Girl magazine. Launched a new brand, Girls of Many Lands, in catalog channel. Developed a successful strategy to rejuvenate the American Girl core brand in catalog channel resulting in 8 of 9 pages of products sold out. Designed and managed projects for American Girl core brand in all channels, including retail, catalog, and book marketing. Managed and directed photo shoots. Developed implemented a new customer acquisition strategy which increased prospect catalog response rate significantly.

Third Floor Drama. Madison, Wisconsin

Freelance Writer. 1991-1999

Wrote 5-7 minute long scenes from life. Developed marketing materials; sold sketches to a national audience.

Third Floor Design. Madison, Wisconsin

Freelance Graphic Designer. 1981-1990

Designed print materials for clients including Earthcare Paper, Fanny Garver Gallery, Madison Children's Museum, Rowe Pottery, The Soap Opera, and Wisconsin Society of Architects.

Reed Sendecke Associates. Madison, Wisconsin

Designer. 1980-1981

Provided logo design and design of print materials for clients including City of Madison, Sentry Insurance, TDS and US Cellular, Urban Land Interests, Mercy Hospital, Jackson Clinic, and St. Mary's Hospital.

Madison Newspapers, Inc. Madison, Wisconsin

Design Director. 1978-1980

Created page layout for Wisconsin Regional, a monthly magazine. Hired and directed freelance photographers and illustrators.

The Design Partnership. Evanston, Illinois

Designer. 1975-1978

Collaborated with Bruce Beck, a Chicago 27 designer, to produce print materials for clients such as Rand McNally and S.C. Johnson.

Education

B.A. University of Illinois Champaign-Urbana. Graphic Design. 1975

References available upon request.

