

# Resume

## **Carrie Scherpelz**

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## **Summary of Qualifications**

Many years of graphic design and marketing experience, including five years as Art Director in the Marketing Communications Department at American Girl, four years as Director of Communication at Madison Environmental Group, three years as Design Director of Wisconsin Regional magazine and ten years marketing American Girl magazine, both in-house and as a consultant. Responsibilities include managing and directing catalog photo shoots, overseeing staff and meeting project timelines and marketing plan goals.

Ten years of direct marketing experience, including event marketing, magazine subscription marketing, catalog marketing (*especially prospecting*), and direct response ads and emails.

Four years of experience in community-based social marketing, including measuring results and evaluating programs that foster behavior change, such as EnAct, the Network222 workplace commuting program, and the CarFree Challenge. Tasks included: event planning and staging, copywriting and design of print materials and websites, writing for and maintaining websites and developing incentive programs.

## **Accomplishments**

Working as a team with top national copywriters, I created new direct mail packages that lifted response and became control packages for American Girl and other magazines. I also designed and produced ads, bind-in cards, cover wraps, web ads, emails, and renewal efforts.

As Art Director, I managed branding and execution of all projects across the following channels: catalog, retail, e-commerce, event and book marketing. I utilized market research to design and implement a successful new American Girl prospecting catalog that increased new customer acquisition. Based on market research, I developed a successful strategy to rejuvenate the American Girl core brand in the catalog channel, resulting in 9 of 10 pages that sold out of product.

I created the concept and content for Healthy Air's Car-Lite Diet workplace program, including logo, design and production of banners, marketing materials, a workplace toolkit, and a website with a 2-week online trip log. I created marketing timelines, wrote all website and toolkit content, and provided photography.

For three years, I spearheaded the Car-Free Challenge, including website design and production, developing a marketing plan and time line, writing press releases and contacting the media, inviting and coordinating participating groups, and orchestrating the event.

Working with a group of Madison stakeholders, I developed a marketing plan and materials for the proposed Madison Metro Transit Unlimited Ride Pass program, including a plan to promote the program to small businesses.

As sole proprietor of my own business, I have created logos, brochures, and designed websites for a wide range of businesses across the country. I have written copy and I also team up with nationally recognized copywriters to provide content. Often I provide my own photography.

## 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, including managing marketing plans and designing marketing materials and events for Madison Environmental Group and for clients; developing 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. Designed and managed projects for American Girl core brand in all channels, including retail, e-commerce, catalog, and book marketing. Managed and directed photo shoots.

#### **Third Floor Drama.** Madison, Wisconsin

##### **Freelance Writer.**

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

#### **Third Floor Design.** Madison, Wisconsin

##### **Freelance Designer.**

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.**

Provided logo design and art direction 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.**

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

#### **The Design Partnership.** Evanston, Illinois

##### **Designer.**

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

## Computer Skills

(Mac and PC) Microsoft Word, Excel, Access, PowerPoint, Quark, InDesign, Photoshop, Illustrator, Dreamweaver, Contribute, iMovie, Facebook, Twitter

## Education

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

*References available upon request.*