

# GregSchaale.com

## **Marketing, Advertising, & Graphic Design Consultant**

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Samples of my work can be viewed on my web site: [www.gregschaale.com](http://www.gregschaale.com)

## **Summary**

I specialize in the management of in-house marketing, advertising and creative service functions. I am actively involved in the production of printed material, photography, displays, signage, TV & radio spots, newspaper advertising, and web site design.

## **Employment**

### **Marketing, Advertising, & Graphic Design Consultant** 8/2002 - Present

I am now an outside consultant to companies without in-house marketing staff personnel, providing web site design and maintenance plus all other marketing services that may be required.

### **Marketing & Advertising Director** 1/94 - 1/2003

Fitness Management Corporation, West Bloomfield, MI (Fitness USA Health Spas)

I ran Creative Advertising & Promotions, a subsidiary company within Fitness Management Corp. This in-house agency supported other subsidiary companies within the corporation including: Fitness USA Supercenters - fitness centers; Travel & Luggage - travel agency; and Motor Yacht Mirage - charter service. I supervised 2 graphic designers and provided all marketing and advertising services which included newspaper, direct mail, POP display, print production and web site development.

### **Creative Director** 8/90 - 5/93

Highland Superstores, Plymouth, MI (Retail Consumer Electronics and Appliances)

I supervised 4 copywriters, 3 layout artists, and a special promotions manager. I designed and directed all advertising for newspaper, direct mail, in-house TV/radio, and promotional signage. By producing TV and radio spots in-house, I was able to cut production costs 50%.

### **Creative Manager** 6/81 - 7/90

Circuit City Stores, Inc., Richmond, VA (Retail Consumer Electronics and Appliances)

I supervised a staff of 13 writers, designers, and broadcast producers who created newspaper, direct mail, signage, and TV/radio spots. I engineered an aggressive promotional identity for the newspaper ads, along with a system of layouts for future computer automation.

### **Art Director** 1/80 - 6/81

Lewis Freese Cory and Associates Advertising, Richmond, VA (Ad Agency)

Creative design of newspaper and print production. TV production.

### **Art Director** 3/78 - 8/78

Composition Inc., Richmond, VA (Typesetting Company)

Creative design and mechanical art for print production.

### **Art Supervisor** 6/75 - 9/77

VCU/ Medical College of Virginia, Richmond, VA (Visual Education Department / Biomedical Communications)

Supervision of 8 graphic designers; designed print, exhibits, and audio-visual presentations for patient and student education.

### **Graphic Artist** 1/73 - 10/74

Tuckersharpe Pen Company, Richmond, VA (Manufacturer of Advertising Specialty Items)

Design of packaging, print, and POP displays.

Interim Free-lance Design 5/93 - 12/93; 8/78 - 1/79; 9/77 - 3/78

Retail Layout Artist 1/79 - 1/80

## **Education**

BAFA in Communications Arts and Design from Virginia Commonwealth University.

Emphasis on print, photography, film, and TV production.