

Scott Schauer

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Profile Summary:

Creative and dynamic communications professional with over 10 years of marketing, branding and advertising experience that has contributed to the success of family owned storefronts, national chains, e-commerce websites, and global corporations. Recognized for innovative and effective problem solving capabilities and a never-ending desire to continuously improve.

Professional Experience:

Marketing Communication Coordinator / Webmaster, 2/06-Present

Cascade Corporation - Portland, OR

Cascade Corporation is a global leader in the design and manufacture of materials handling equipment. Headquartered in Portland, Oregon, Cascade has over 35 global locations.

- Support the Marketing Manager in the roll out of an internal customer relations management software.
- Create marketing material for product launches including advertisements, micro sites, product brochures, videos and internal training documents
- Plan, coordinate, write and design multiple publications ranging from a corporate magazine to a 220 page product price list delivered in seven languages.
- Work with product managers to build and develop strategic marketing plans to introduce products into regional, national and global markets.
- Initiate web analytics programs to constantly measure web traffic and campaign effectiveness, allowing us to pinpoint areas where improvement is needed
- Develop social media marketing strategies using the latest website technologies to expand our reach and utilize every possible discipline to circulate information
- Start and manage keyword search campaigns and optimize web content to direct targeted markets to products of interest resulting in increased sales and product awareness.
- Reinforce the brand image and preserve and promote the company's core values
- Construct branding strategies when partnering with other companies on specific products or when merging companies into ours to expand our product lines.
- Write documentation to outline corporate image including logo usage, proper use of color, white space and all general branding guidelines.
- Continually influence and promote a paradigm shift from printed static material to dynamic material for a more consistent, accurate and engaging user experience as well as faster and more cost effective delivery
- Set up a department blog for greater visibility and access to all marketing efforts and material including current promotions, campaigns, training material and events throughout the global corporation

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Professional Experience (Continued):

Art Director, 3/04-2/06

Keifer Braunger Studios - Eugene, Oregon

Keifer Braunger Studios is a small advertising firm with a focus on B2C advertising. Clients ranged in size from regional radio stations to national automotive dealerships.

- Collaborate with all levels of the organization to develop branding strategies and marketing plans
- Leverage strengths of five individuals to utilize and showcase the strongest assets of every employee
- Facilitate communications between television, print and web media outlets to ensure a consistent message and brand
- Generate promotional ideas and creative ways to pitch them to current and potential clients to win new business and sell new ideas
- Streamlined art department workflow and improved processes to speed up file creation and delivery

Graphic Designer, 10/03-3/04

Prime Communications - Boston, MA

Prime Communications was an agency focused on producing video, audio and print advertising for the automotive industry.

- Design and produce a high volume of advertisements for numerous automotive related clients meeting daily deadlines
- Work with design team and account representatives to create unique and effective advertising

Graphic Designer, 3/00-9/03

KBSS Advertising - Eugene, OR

KBSS is a small advertising agency specializing in direct mail targeting the automotive industry.

- Collaborate with fellow designers to create new, original designs that attracted new clientele
- Produce automotive advertisements for use in newspaper and direct mail promotions

Awards & Honors

2008 American In-House Design Award - Graphic Design USA Magazine

Education:

- Lane Community College - Eugene, OR 00-01
- Central Oregon Community College - Bend, OR 99-00

Interests:

In my free time I enjoy, skateboarding, snowboarding, surfing, playing golf, painting, playing guitar and occasionally I'll break out my yo-yos or juggling pins.