

BETH A. SCHMIDT

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AT A GLANCE

- 30+ years in marketing communications.
- Experience includes in-house marketing, agency, and freelance.
- Perfectly happy to be a freelancer, working primarily on copywriting and graphic design projects for individuals, small-business owners, marketing managers, and other freelancers.

WORK EXPERIENCE

Freelancer

2000-present

I have worked with a variety of clients in a broad range of industries on development and implementation of marketing strategy; creative direction; copywriting; graphic design; trade show and event management; website creation; and more.

Marketing Manager, Chick Workholding Solutions, Inc.

2008 - 2013

As part of the management team for this industrial manufacturer, my responsibilities included strategic planning and budgeting as well as development and implementation of all marketing tactics, collateral materials, programs, and events.

Project Manager/Copywriter, Strategic Energy, L.L.C.

2006-2008

For this national electricity retailer (now Direct Energy), my role encompassed creative direction and project management as well as copywriting.

Senior Copywriter, Pipitone Group

2002-2006

At this agency, I was responsible for the full spectrum of marketing tactics as copywriter, project manager, and account executive. Also participated in new business presentations.

Senior Associate, Burson-Marsteller

1996-2000

For this international PR and advertising agency, I was a project manager and copywriter for the full range of marketing tactics, for a broad range of clients.

Senior Editor/Senior Copywriter, Development Dimensions International

1989-1996

For this international human resources firm, I worked in Publishing Services on the development of training materials/publications and then in Marketing, primarily on advertising, direct mail, and newsletters.

Associate, Ketchum, Inc., Fund-raising Counsel

1985-1989

For this fund-raising firm, I began as a receptionist and then moved into marketing and fund-raising program support.

EDUCATION

BA, cum laude, in Creative Writing/Journalism; minor in Communications; 1985, University of Pittsburgh at Johnstown.

recent WORK:



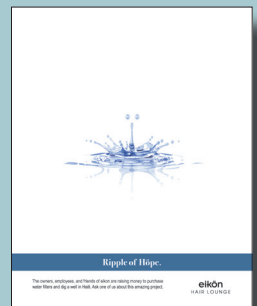
Branding



Newsletter



Employee recognition program



Fund-raising campaign



Annual Paper Show



Volunteered through the **St. Bernard Project** to work on two post-Katrina home rebuilds in St. Bernard Parish, New Orleans, LA. www.stbernardproject.org



Wrote and designed a gift book for new drivers. Available on amazon.com.



Transcribed and illustrated letters; admin team for the **Snail Mail My Email** project. www.snailmailmyemail.org



Part of **Soldiers Angels** Members "adopt" a deployed U.S. military person and send letters and care packages. www.soldiersangels.org

PROJECT HIGHLIGHTS

Precision Copy Products (Freelance)

Worked with web designers and client on new website (precisioncopyproducts.com). My work included copywriting, page creation (working within existing content management system), photography/graphics, and ongoing site updates.

Gift Books (Freelance)

Have created and self-published a variety of gifts books, including a tips book for new drivers, an inspirational quotes book for girls, a cigar book, and a cookbook.

Illustrations (Freelance)

Sell framed illustrations in a local boutique. (Currently transitioning sales to a new location.)

ADVOS Branding (Freelance)

Led new brand development for Advos Information Technologies, including creative and strategic direction. Worked with client and designer to develop new website (advos-it.com), graphic standards and logo, stationery, brochure, and other marketing pieces.

One-Lok Product Launch (Chick Workholding)

Led the successful product launch of One-Lok workholding system. Responsibilities included development of the launch plan, trade shows (creative and logistics), collateral, web content, video, training guide, and integrated communications to employees, sales, distributors, and customers/prospects.

CHEERS for Your Years Program (Chick Workholding)

Working with our HR department, I developed and launched a new employee recognition program. I was responsible for creative direction, design, promotions, event planning, and project management. The program was delivered on time and on budget.

Business Cards - Significant Savings (Chick Workholding)

I initiated changes in design and printing process for corporate business cards that reduced costs by 75% and improved delivery from 2 weeks to 2 days.

Ripple of Hope Campaign (Freelance)

This was a pro bono project in 2011 to help raise money for clean water in Haiti. I developed the fund-raising plan and marketing plan; designed and developed all materials, including posters, brochures, and promotional items. The campaign reached more than double its goal, raising more than \$5,000 in 30 days.

Electronic Newsletter - Significant Savings (Strategic Energy)

Suggested and led the transition from multiple printed newsletters to a single online news site that saved the department \$20,000 annually. Worked with webmaster to design/develop site. Initiated partnerships with content experts to improve clarity, build cross-team relationships, and ensure that time-sensitive information reached customers/prospects sooner.

VYGOR Re-branding (Pipitone Group)

For Vygor Fitness Center, I was the primary client contact and creative director. We developed new branding ("For Every Part of You") and successfully re-launched the business via an integrated campaign that included advertising, web, promotions, direct mail, and events.

Pittsburgh Pirates, PNC Park Groundbreaking (Burson-Marsteller)

I was one of a team of many who developed and implemented the groundbreaking campaign for PNC Park. I managed creative for the Bucco Brick (commemorative paving stones) campaign, developed and implemented the "Can You Dig It?" contest, and was on staff for the groundbreaking event.

PROGRAM EXPERTISE

Word
InDesign
PhotoShop
Equally comfortable on Mac or PC

Also familiar with:
Various web Content Management Systems
WordPress
Illustrator
PowerPoint/Keynote
Excel