

Susan L. Schadt 38 Evergreen Drive | Tolland, CT | 860-869-1305 | susanschadt@comcast.net

PROFESSIONAL EXPERIENCE

Communications professional with several years of experience in marketing administration with universities, colleges, not-for-profit organizations, and corporate business. Extensive marketing communications knowledge, visual design, technical experience and a proven track record of producing highly successful multi-platform communication initiatives. Utilizes leadership, communication and interpersonal skills to build teams that meet/exceed goals.

ASSISTANT DIRECTOR OF MARKETING AND OUTREACH

University of Connecticut, Division of Enrollment Planning & Management
Storrs, CT | June 2013 - present

Manage marketing program planning, execution, and reporting; web, interactive, and social media marketing; design and production of visual assets; develop marketing strategies; and engage in student outreach and interaction at University wide events.

- Tracks and reports response and inquiry flow as well as marketing statistics.
- Designs, develops, manages and maintains high-end web sites, electronic campaigns, print materials, branding and logo development from concept to completion and delivery.
- Ensures the University's graphic standards and identity are correctly represented across multiple platforms.
- Maintains databases, email distributions lists, photography and graphic archives.
- Works collaboratively with College/University administration in the development, writing, and creation of electronic, print and media relations initiatives that support the Division and University's strategic goals.
- Establishes, develops, and populates social media sites and ad words.
- Plans and coordinates outreach events with students and leaders.

SENIOR GRAPHIC AND WEB DESIGNER

University of Connecticut, Office of Communications, Storrs, CT | April 1994 - June 2013
Responsible for planning, developing, and executing graphic design and communications related to the University's schools and colleges - with an emphasis on electronic, web-base and print initiatives - aimed at enhancing student recruitment, alumni development, and institutional advancement. Duties include:

- Designed, developed, managed and maintained high-end web sites, print materials, branding and logo development from concept to completion.
- Created electronic and web-based marketing initiatives such as web templates, electronic newsletters, email marketing campaigns, etc.
- Supervised, direct and advise a team of internal and external creative resources (designers, writers, photographers, programmers, printers, student workers) in producing print and electronic media across multiple platforms.
- Integrated graphically designed storyboards/navigation schematics to enhance functionality and structure of web portals, web sites, and instructional CD/DVDs.
- Ensured the University's graphic standards and identity are correctly represented across multiple platforms.
- Worked collaboratively with College/University administration in the development, writing, and creation of electronic and print initiatives that support the University's strategic goals.
- Provided art direction on photo shoots.
- Requested quotes, prepared bid specifications, and sustained relationships with vendors.
- Collaborated with the University Alumni Association in establishing an on-line community networking presence/micro web site aimed at connecting with students, alumni, and donors.
- Established, developed, and populated social media sites (Facebook, Twitter, Blogs).
- Worked closely with Alumni Development team to coordinate alumni and fund raising events.

CREATIVE DIRECTOR/PRINCIPAL

Susan Schadt Design, Communication Design Firm, Tolland, CT | 1989 - present
Established Schadt Design as a viable competitor in the Communication and Marketing Design field. Provides creative direction and development, conceptual design, communication and marketing strategies, and concept fulfillment for a variety of clients and organizations. Projects include development of magazines, corporate identity, image and capabilities brochures, annual reports, corporate recruiting materials, web sites, newsletters, books, jersey and T-shirt designs.

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PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

Connecticut Mutual Life Insurance Company, Corporate Communications,
Hartford, CT | 1989 - 1994

- Responsibilities includes conceptual design and development of high quality 2, 3 and 4 color communication materials from start to finish (i.e., marketing collateral, annual reports, product literature, recruiting brochures, posters, signage, branding, direct mail, newsletters, annual reports, corporate advertising campaigns, etc.) that support the companies mission and strategic goals.
- Worked collaboratively with corporate executives and colleagues to develop creative marketing and advertising campaigns to advance the companies core products in the market place.

SKILLS

- Thorough knowledge of html, CSS, web servers (Apache, Unix, Windows NT), networked devices (Megatron/TV monitors) and related software.
- Social media (Facebook, WordPress, LinkedIn, Pinterest, Google AdWords).
- Writing press releases and promotional content for news media outlets.
- Thorough knowledge of print specifications, paper selection, and printing techniques.
- Strong interpersonal skills.
- Very organized and able to multi-task projects, duties, and functions.
- Highly skilled writer, illustrator, and photographer.

PROFESSIONAL AWARDS

APEX Award of Excellence | 2012
Hermes Creative Award | 2012
CASE Design Awards: Silver Award, Annual Report and Booklet Category | 2006
Best in Design: Town Municipalities Annual Report | 2003
Award of Merit: CT League of History Organizations | 2003
Connecticut Journalism Award: Best in Graphic Design | 2001
Best in Design: Connecticut Chapter of Landscape Architects | 1999
Excellence Award: ACE | 1999

HARDWARE/APPLICATIONS

PC and MAC platforms, flatbed scanners, SLR digital cameras, web hosting servers, Novell, Ethernet, Microsoft Network Systems, Apache, Unix servers, NT servers, external storage units.

Adobe Creative Suite CS6 (Photoshop, Illustrator, InDesign), Acrobat 10.0, Dreamweaver CS6, Flash CS6, Quark XPress 8.0, Director 8.0, Fireworks 8.0, Facebook, Twitter, WordPress, Google Ad Words, Constant Contact (CRM), GroupMail (CRM) Contribute 6.0 (CMS), Joomla (CMS), Harris Connect (CRM), Blackbaud Internet Solutions (CRM), Microsoft Office, iMovie, iPhoto, iTunes, HTML, some PHP, Javascript, WebFocus, PeopleSoft, and AtTask Project Management.

EDUCATION

University of Connecticut, Storrs, CT

Degree: Bachelor of Fine Arts
Major: Communication Design

PROFESSIONAL DEVELOPMENT

On line training: Lynda.com - HTML 5.0, WordPress 2014
Harris Connect Directory
Blackbaud Internet Solutions
Skill Path - Project Management Workshop 2012, Social Media Seminar 2012, 2014
University of Connecticut, Information Technology Labs: WordPress, PeopleSoft, HTML and Web Development Training, Dreamweaver CS5, Flash CS5 and Director 8.0.
New Horizons Training Classes, Dreamweaver CS4, Flash CS4, Director MX, Contribute, Web Designing with CSS, Web Development using CSS in Dreamweaver.

INTERESTS

Avid marathon runner, competitive sports, golfing, hiking, biking, illustration, photography.

PORTFOLIO AND REFERENCES

Available upon request