

KALEB E. SCHAD

1287 APACHE AVE. | ASHWAUBENON, WI | 54313 | 920-980-9300 | KALEB@KALEBSCHAD.COM | KALEBSCHAD.COM

I'm a creative director who has spent the last 16 years helping companies find the intersection between business goals and customer needs. I have led teams on complicated B2B as well as B2C clients including transportation, electronic engineering and manufacturing, healthcare, beverage and food companies and with budgets ranging from tens-of-thousands of dollars to millions.

EXPERIENCE:

IMAGINASIUM Green Bay, WI | Creative Director

APRIL 2010 TO PRESENT

Responsible for uncovering client business objectives, competitor landscape and customer insights, then aligning all of that with messaging and creative executions that deliver measurable results. I led the creative team of writers, designers and programmers on defining brands and how those brands come to life through specific tactics like digital platforms (websites, mobile apps, social media platforms), traditional media (television, radio, outdoor, print, packaging) and non-traditional (contests, experiences, events, environments).

- Responsible for creating highly-effective visibility and market-share campaigns for B2B and B2C clients tied to specific metrics.
- Led and grew the agency's largest client, Prevea Health, by 160% over six years, with over 200 projects annually including award-winning brand campaigns featuring NFL spokesperson Aaron Rodgers.
- Spearheaded, along with the Digital Director, full enterprise level website redesigns. Included cross-functional discovery sessions with top corporate leadership, content strategy, design and development, presentations and more. Always working toward specified success metrics.
- Key driver in redefining Imaginasium's brand position and process development, including pricing, tactics and resources for business development.
- Directed high-stakes and complex television and video productions. Included pre-production, talent and location scouting, vendor management, video direction, on-screen interviewing, editing and more.
- Wrote and designed thousands of pieces including television, radio, print, digital content, point-of-purchase signage, etc.
- Responsible, partnering with Account Strategists and clients, for developing annual strategy and marketing plans including media campaigns/budgets.
- Developed strategic briefs for brand and service line campaigns, including market research.
- Brainstormed and executed engagement strategies utilizing traditional and non-traditional media plans.
- Ensured projects were executed on-schedule, on-brand and on-budget with campaign budgets ranging from \$100k to \$2.5 million.
- Responsible for empowering and growing a highly-effective and dynamic team.
- Managed and hired vendors and communicated expectations, budgets and deliverables.
- Selected clients included: Prevea Health, Plexus Corp., DeLeers Construction, Integrys Energy Group, Wisconsin Public Service, Valley Bakery, Prevea360 Health Plan, Green Bay Oncology, St. Norbert College, and Mizkan Americas.

FREELANCE ART DIRECTOR Green Bay, WI | Owner

FEBRUARY 2009 TO PRESENT

Developed a full-time freelance business servicing a range of clients from Generac Power Systems, Johnsonville, Marshfield Clinic and Hinterland Brewery to small mom-and-pop businesses. Responsible for all business operations including new business development, negotiating contracts, developing work, client presentations, working with vendors, invoicing and managing budgets.

ZIMMERMAN DESIGN OFFICE Sheboygan, WI | Art Director

APRIL 2007 TO FEBRUARY 2009

A boutique design shop that required its employees “wear many hats.” Responsible for developing on-brand messaging and designs as well as client relationships, production art and vendor management. Created environment designs for Spaceport Sheboygan. Designed catalogs and directed photo shoots for Aquamaster Fountains, Vollrath Company and Mayline Furniture.

EDUCATION:

UNIVERSITY OF WISCONSIN — STEVENS POINT

BACHELOR OF ARTS: Communications major, English major, Art minor, Creative Writing minor

KING’S COLLEGE OF LONDON — LONDON, UK

SEMESTER ABROAD

LEADERSHIP TRANSFORMATION — INITIATIVE ONE

LEADERSHIP TRAINING: Accredited, 1 year team-accountability and leadership training coursework

PERSONALITY AND WORKSTYLE ATTRIBUTES:

GALLUP STRENGTHS FINDER

Top Five Strengths: 1. Learner, 2. Intellection, 3. Achiever, 4. Activator, 5. Adaptability

DISC PROFILE

D: 97 out of 100. I: 58 out of 100. S: 12 out of 100. C: 64 out of 100