



# RICH SCHUMACHER

## DIGITAL MARKETER RÉSUMÉ

### Contact

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## EXPERIENCE

### FREELANCE CREATIVE

- **Content Creation:** Working with brands and agencies allows me to produce content in both visual and written formats. My approach is to develop creative content that can achieve clients' marketing & advertising goals on any channel. Projects I've completed include brand conceptualization, graphic and web design, photography, and videography.
- **Digital Marketing:** Getting in front of a moving target isn't easy. I combine SEO knowledge with content marketing experience to put your brand and products in front of your customers. This is done strategically through your customer funnel and the channels you own.
- **Digital Media Buying:** In today's digital age, I help clients reach new audiences through paid acquisition and digital media buys. Effective and efficient budgeting and goal settings have yielded revenue increases of 20% (or more) when managing digital advertising placements and purchases via Facebook and Google Ad networks.

### CREATIVE DIRECTOR/CONSULTANT

- **Marketing Strategy:** Create a grassroots marketing strategy that conformed to state and federal regulations centered on education, conversations of new findings and emerging information, high power visuals, and transparent data.
- **Product Development:** As CBD hit stores far and wide, we vetted manufacturers and producers while re-searching proven formulas that lead to two super-critical CO2 extracted products. Additionally, we worked beside the manufacturer, extractor, cultivator, as well as testing laboratories to obtain transparent information and a high-quality product.
- **Creative Direction:** In 2018-2019, getting creative with cannabis products continued to progress despite advertising limitations. We led our creative with factual based information and research. Our branding was concise and with a focus on the product's composition. I was responsible for designing and distributing all labeling and marketing materials utilized over the lifespan of the brand's existence.

### CONTENT COORDINATOR

- **Digital Marketing:** My mission was to get in front of fresh eyeballs, which has resulted in 70 million brand impressions per month. With a 65% increase in content production and distribution, engagement rates rose by 50%. My agile team achieved these results, with just three percent of our total marketing budget for the year.
- **Production Management:** Our four-person team generated all concepts, storyboards, and shot-lists during this period. As the project manager, I coordinated and executed all on-location and in-studio productions, allowing us to sync up content marketing initiatives with our goals.
- **Brand Partnerships:** I was also responsible for developing and maintaining relationships with influencers and partners. This strategy allowed us to align with international brands, gain national visibility, and reach millions of consumers in our target demographic.

## EDUCATION

Eastern Illinois University: 2005-2009  
 Bachelors of Arts and Humanities  
 Major in Corporate Communications  
 Minor in Advertising

## SKILLS

Content Management Systems (Word-Press/Squarespace), SEO, SEMRush, Adobe Photoshop, Illustrator, InDesign, Digital Photography, Social Media Marketing.

ONE SCHU  
 PRODUCTIONS LLC  
 2017-CURRENT

CALYX  
 LEAF LLC  
 2018-2020

XTREME  
 XPERIENCE  
 2014-2019

