

# Douglas S Schmeltzer

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## SUMMARY

As an experienced Director of Marketing with 24 years of expertise in driving retail sales, developing successful CRM campaigns, and managing operations, I have a proven track record of developing and executing strategic initiatives to engage customers, increase sales, and maximize profits. I am now seeking to leverage my expertise and leadership skills to contribute to the success of my team.

## EXPERIENCE

Director of Marketing | Sally Beauty | Denton, TX | July 2021 - Present

- Collaborated with executive leadership to drive strategic enhancements, revamp budget forecasting, and redefine coop/vendor input approval processes, resulting in a more streamlined and efficient field marketing division.
- Successfully oversaw B2B, B2B2C, and B2C marketing initiatives, directing vendor partnerships for execution and distribution to 4,000+ locations on a monthly rotation, resulting in increased sales and customer engagement.
- Spearheaded the creation of a profitable monthly tracking system, implemented real-time updates for marketing, creative, leadership, and vendors on asset deliverables and strategic data, resulting in improved performance and data-driven decision making.
- Managed a multi-million marketing budget for CRM, Loyalty, and print campaigns across B2B and B2C sales platforms, in collaboration with cross-functional partners, resulting in effective and efficient use of resources.
- Revitalized budget tracking process by implementing upfront forecasting based on regional distribution data, generating over 125% monthly Co-Op revenue of vendor invoices, and standardized process and onboarding protocols for clear objectives, resulting in increased efficiency and improved performance.

Senior Manager and Creative Project Manager | Sally Beauty | Denton, TX | Jul 2021-Nov 2021

- Stepped up as acting Operations Director during incumbent's absence, implementing a comprehensive strategy to rebuild and restructure the team after significant turnover.
- Conducted process analysis and optimized resource allocation, streamlining workflows to improve efficiency.
- Revitalized high-level enterprise project management platform, Workfront, improving project outcomes and team dynamic.
- Revamped project platform and workflows, resulting in streamlined operations, increased productivity, and on-time, within-budget project delivery. Collaborated with Senior Leadership to redefine processes and address initial build inefficiencies.

Senior Project Manager – Contract | Razr | Minneapolis, MN | April 2021 - July 2021

- Led content creation process and gained primary content approval for Medtronic, a top-tier healthcare provider, delivering digital and traditional marketing projects in the medical industry.
- Demonstrated exceptional skills in crafting technical content for remote surgery equipment, managing international doctor interviews, and ensuring full compliance with legal requirements.
- Managed surgical procedure CRM platform, overseeing design, animation, and technical content, and executing an average of 5+ lead generation campaigns per week.
- Contributed to building strong brand reputation for Razr, establishing company as trusted partner in healthcare industry.

Associate Director of Studio Production | Latitude | Jan 2019 - Mar 2020 | Minneapolis, MN

- Clients Supported: Adidas, Nike, Reebok, Under Armor, Puma, Hoka, Foot Locker, Twitch, Camelback, Ring
- Oversaw the creative execution for initiatives for all asset creation, including sales, marketing, public relations, CRM, ECOMM, CPG, and social media, maximizing revenues by leading teams responsible for creative execution, contract staffing, and outsourcing.
- Effectively reduced image creation by 250% per image through workflow optimization and offshore execution on initial creative production, and built a powerful vendor network for creation and production needs that increased the speed to market by over 23%
- Managed 12 direct reports in addition to 5 contractors and several production vendors, provided sound leadership support to project management teams, strategic partners, and creative directors, and worked with vendors on planning, execution, and fleet adherence to brand standards.
- Restructured the production process policies to bring high standards and consistency while maintaining brand guidelines across the Omni Channel ecosystem and developed labor solutions to allow the agency to flex during peak periods.

Content Studio Manager | ICF Next | October 2017 - January 2019, Minneapolis, MN | On-site

- Clients Supported: Wiley Education Services
- Led creation and execution of all digital projects for agency's largest client, generating over \$12 million in revenue, including brand-driven website refreshes, social media, infographics, and informational video production.
- Established creative content process and timelines for 38 higher education websites and contributed to restructuring of website CSS standards and execution of multi-templated dynamic site layout.
- Contributed to development of content creation platform for direct publishing into Drupal platform for Skyword.

Project Manager | Hogarth Worldwide | Mar 2017 - Oct 2017 | Minneapolis, MN | On-site

- Developed and monitored monthly metrics for General Mills as the creative team provided creative services.
- Directed all print and digital marketing campaigns for distribution to Walmart, Sam's Club, Costco, and BJ's, organizing and leading brainstorming sessions for cross-functional teams in multiple locations.
- Developed a multi-track scheduling solution that reduced execution time and enabled quick adjustments while maintaining consistency for all reporting metrics.
- Quoted and executed national campaigns for multiple marketing projects with financial components and held strategic planning meetings at the company store to review and approve print materials prior to production release.

## **EDUCATION**

Bachelor of Fine Arts, Advertising Design | Minneapolis College of Art and Design | Minneapolis, MN

## **CERTIFICATIONS**

Theory of Constraints | Science of Business, Inc.

Lean Six Sigma Green Belt Certification | Vertis Communications

## **INVOLVEMENT**

Program Advisory Committee | Dunwoody College of Technology | Dec 2012 - Dec 2014

## **SKILLS**

- Strategic planning and execution
- Project management and optimization
- Cross-functional collaboration
- Vendor management and partnership
- Budget tracking and forecasting
- Customer relationship management (CRM)
- Marketing campaign planning and implementation
- Content creation and management
- Leadership and team management
- Process analysis and optimization