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SUMMARY

As an experienced Director of Marketing with over 25 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

- Partnered with executive leadership to spearhead strategic improvements, overhauling budget forecasting, and redefining coop/vendor input approval processes, resulting in a streamlined and more efficient field marketing division.
- Managed end-to-end B2B, B2B2C, and B2C marketing strategies, guiding vendor partnerships to execute and distribute across 4,500+ locations monthly. This strategic approach led to a notable 10% increase in sales and enhanced customer engagement during Q1 of FY24.
- Led the development of a cutting-edge monthly tracking system, providing real-time updates for marketing, creative, leadership, and vendors. This initiative significantly enhanced performance, fostering data-driven decision-making. The system efficiently directed assets and requests to the respective teams for approval, offering timely estimates for final approval.
- Oversaw a multi-million-dollar marketing budget for CRM, Loyalty, and print campaigns spanning both B2B and B2C sales platforms. Collaborated with cross-functional partners to ensure the effective and efficient utilization of resources.
- Implemented transformative enhancements in budget tracking methodologies, leading to a surge of over 125% increase in monthly co-op revenue. Additionally, through streamlined onboarding procedures, achieved an incremental revenue increase of over \$900k since assuming this role.

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

- Stepped up as acting Operations Director during the director's absence, implementing a comprehensive strategy to rebuild and restructure the team following significant turnover (prior to my joining the company). This initiative resulted in a resilient and high-performing team.
- Conducted a thorough process analysis and optimized resource allocation, streamlining workflows to improve efficiency. The implementation led to a 12% increase in operational efficiency and resource utilization.
- Revitalized the high-level enterprise project management platform, Workfront, enhancing project outcomes and fostering a more collaborative team dynamic. The improvements resulted in measurable benefits.
- Revamped the project platform and workflows, leading to streamlined operations, increased productivity, and on-time, within-budget project delivery. Collaborated with Senior Leadership to redefine processes and address initial build inefficiencies, contributing to the overall success of the organization's project management.

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

- Led the content creation process and secured primary content approval for Medtronic, a top-tier healthcare provider, overseeing the delivery of digital and traditional marketing projects in the medical industry. This included digital, social, and print projects that significantly contributed to Medtronic's marketing objectives.
- Demonstrated exceptional skills in crafting technical content for remote surgery equipment, managing international doctor interviews, and ensuring full compliance with legal requirements. Successfully navigated complex technical content challenges, showcasing a high level of expertise in the healthcare domain.
- Managed the surgical procedure CRM platform, overseeing design, animation, and technical content. Executed an average of 5+ lead generation campaigns per week, resulting in increased engagements. This included content creation, design execution and animation.
- Contributed significantly to building a strong brand reputation for Razr, establishing the company as a trusted partner in the healthcare industry. This involved redesigning multiple websites for Robotic Assisted Surgery and Colon Cancer Screen that positively impacted the brand's image and positioning as the industry leader.

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

- Clients I supported: Adidas, Nike, Reebok, Under Armor, Puma, Hoka, Foot Locker, Twitch, CamelBak, Ring
- Oversaw the creative execution for initiatives across various sectors, including sales, marketing, public relations, CRM, ECOMM, CPG, and social media, maximizing revenues by leading teams responsible for creative execution, contract staffing, and outsourcing. Spearheaded successful projects for Adidas, Nike, Reebok, and others, contributing to their brand success.

- Reduced image creation by 250% per image through workflow optimization and offshore execution on initial creative production. Built a powerful vendor network for creation and production needs, resulting in a remarkable 23% increase in speed to market.
- Managed a team of 12 direct reports, 5 contractors, and several production vendors. Provided sound leadership support to project management teams, strategic partners, and creative directors. Successfully collaborated with vendors on planning, execution, and adherence to brand standards, ensuring consistency and quality.
- Restructured production process policies to bring high standards and consistency across the Omni Channel ecosystem while maintaining brand guidelines. Developed labor solutions to allow the agency to flex during peak periods, enhancing operational efficiency and adaptability.

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

- Clients Supported: Wiley Education Services
- Led the creation and execution of all digital projects for the agency's largest client, Wiley Education Services, resulting in a \$12 million in revenue. Spearheaded brand-driven website refreshes, social media campaigns, infographics, and informational video production. Achieved a [insert specific metric] increase in engagement and contributed to Wiley Education Services' success.
- Established a comprehensive creative content process and timelines for 38 higher education websites. This initiative significantly improved efficiency and played a pivotal role in the successful execution of digital projects.
- Contributed to the restructuring of website CSS standards and the execution of multi-templated dynamic site layouts. Addressed specific challenges related to user experience and site functionality, resulting in enhanced website performance.
- Played a key role in the development of a content creation platform for direct publishing into the Drupal platform for Skyword. This technical contribution streamlined content creation processes and improved efficiency in delivering content to Drupal-based websites.

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

Lean Six Sigma Green Belt Certification | Vertis Communications
Theory of Constraints | Science of Business, Inc.

VOLUNTEERING

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)
- Go To Marketing (GTM)
- Content creation and management
- Leadership and team management
- Process analysis and optimization