

DOUG SCHMELTZER

Director of Marketing

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SUMMARY

Strategic leader turning consumer insights into impactful brand experiences, delivering results from concept to execution with a focus on ROI.

SKILLS

Marketing & Strategy

Brand Strategy, B2B & B2C Marketing, Agile Marketing, Go-To-Market Strategy, Digital Transformation

Data & Analytics

Data-Driven Decision Making, Market Research, ROI Analysis, A&B Testing

Leadership & Collaboration

Cross-Functional Team Leadership, Vendor & Stakeholder Collaboration, Team Development

Technology Proficiency

Google Analytics, Facebook, Microsoft Office Suite, Adobe Creative Suite

EXPERIENCE

11/2021 - 03/2024

Denton, TX

Director of Marketing

Sally Beauty Holdings

At Sally Beauty, I led marketing for 4,000+ North American stores, overseeing a team of 9. I drove revenue growth and market share through high-impact B2B, B2C, and loyalty initiatives.

- Directed a \$5M marketing budget, reallocating 25% to high-growth digital channels, increasing ROI by 10%+ and enhancing market positioning.
- Relaunched the loyalty program, generating \$2M in incremental revenue and achieving a 3% sales lift within six months.
- Conceptualized and led the Strawberry Leopard campaign, increasing brand awareness by 30% and driving a 12% boost in product sales.
- Improved team efficiency by 20% through leadership development, workflow optimization, and data-driven project management.
- Supported Brands: Sally Beauty, CosmoProf, Strawberry Leopard, Wella, L'Oréal, Clairol Professional, OPI, BaBylissPro, Ardell, Paul Mitchell, Sebastian, Goldwell, and TIGI.

07/2021 - 11/2021

Denton, TX

Senior Creative Project Manager

Sally Beauty Holdings

Promoted to oversee creative operations for in-store and e-commerce marketing campaigns, ensuring brand consistency and strategic alignment. Led a team of 8 to maximize campaign delivery efficiency and meet business objectives.

- Increased project accuracy by 50% and boosted time-to-market efficiency by 12% through advanced workflow optimization and data analysis.
- Delivered over 150 on-time, cost-effective creative assets per month, improving marketing performance by 15% and increasing operational efficiency by 20% through streamlined processes.

EXPERIENCE

04/2021 - 07/2021

Minneapolis, MN

- **Senior Creative Project Manager - Contract**

RAZR Marketing

Led high-impact digital transformation initiatives for major healthcare and finance clients, enhancing brand visibility and consumer engagement.

- Directed multi-channel campaigns for Medtronic's Robotic Assisted Surgery division, increasing brand visibility by 25% and digital engagement by 20%
- Reduced project timelines by 15% through workflow optimization, ensuring timely delivery of all assets and campaigns
- Supported Brands: Medtronic (Robotic Assisted Surgery, Colorectal Health, and All Social Media Content)

01/2019 - 03/2020

Minneapolis, MN

- **Associate Director of Studio Production**

Latitude

Managed studio operations for Latitude, delivering high-quality creative content for top-tier apparel and retail brands. Focused on process optimization and resource allocation to enhance efficiency and quality output.

- Improved production quality by 23% and reduced operational costs by 15% through process optimization and Agile methodologies
- Led cross-functional teams to deliver high-impact creative content on time and within budget, boosting client satisfaction
- Supported Brands: Nike, Reebok, Puma, Foot Locker, Under Armour, Foot Joy, Hoka, Camelbak, Trane, and Twitch

10/2017 - 01/2019

Minneapolis, MN

- **Content Studio Manager**

ICF Next

Led a team of content creators, executing digital, video, and email marketing campaigns for a global client base. Streamlined content production processes, ensuring alignment with client objectives.

- Spearheaded the rollout of a Drupal-based content creation platform, increasing delivery speed by 30% and boosting user satisfaction by 20%
- Provided data-driven insights to optimize campaign performance, aligning marketing efforts with business goals
- Supported Clients: Wiley Education Services (38 higher education institutions)

01/1998 - 10/2017

United States

- **Creative Management Experience**

Multiple

- For a detailed overview of my professional experience, please visit my [LinkedIn Profile](#).

EDUCATION

1991 - 1995

Minneapolis, United States

- **Bachelor of Fine Arts in Advertising Design**

Minneapolis College of Art and Design

CERTIFICATION

Lean Six Sigma Green Belt

Vertis Communications

Theory of Constraints

Science of Business, Inc

VOLUNTEER EXPERIENCE

Dunwoody College of Technology

Program Advisory Committee