DOUG SCHMELTZER

Director of Marketing

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Summary

Strategic marketing leader with 10+ years of experience driving revenue growth and enhancing brand visibility. Known for achieving a 10%+ ROI increase and a 30% brand awareness boost through data-driven B2B and B2C marketing strategies. Skilled in digital transformation, customer journey optimization, and omnichannel marketing, with a record of managing multi-million dollar budgets and leading cross-functional teams across North America

Skills

Marketing & Strategy:

Lead Generation, Brand Marketing, B2B & B2C Marketing, Go-To-Market Strategy (GTM), Digital Transformation, Product Strategy, Content Marketing, Data Analytics, CRM (Customer Relationship Management), Strategic Planning, Omnichannel Marketing, Customer Journey Optimization

Data & Analytics:

Data-Driven Decision Making, Market Research, Performance Analysis, ROI Analysis, Financial Analysis, A/B Testing, SEO Strategy, Predictive Analytics, Data Visualization, Business Intelligence, Consumer Insights Analysis

Leadership & Collaboration:

Cross-Functional Team Leadership, Vendor & Stakeholder Collaboration, Team Development & Unity, Sales Enablement, Strategic Leadership, Conflict Resolution, Change Management, Mentoring & Coaching, Decision-Making, Problem-Solving

Technology Proficiency:

Google Analytics, Facebook Ads Manager, Microsoft Office Suite (Excel, PowerPoint, Word), Adobe Creative Suite (Photoshop, Illustrator), CRM Software, SEO Tools, Marketing Automation Platforms (e.g., Drupal), Content Management Systems (e.g., WordPress), Data Visualization Tools, Project Management Tools (e.g., Workfront, Asana)

Experience

Sally Beauty Holdings
Denton, TX

Director of Marketing
11/2021 - 03/2024

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, resulting in a 10%+ ROI increase and boosting market positioning by capturing an additional 1.5% market share in top DMAs
- Relaunched the loyalty program, generating $2M in incremental revenue and achieving a 3% sales lift within six months
- Led the successful Strawberry Leopard campaign, driving a 30% increase in brand awareness and a 12% sales lift within three months, positioning the brand as a key player in the vibrant hair color market.
- Conducted market and competitive research to align campaigns with key value propositions, achieving a 2% increase in growth
- Supported Brands high-profile beauty brand: Sally Beauty, CosmoProf, Strawberry Leopard, Wella, L'Oréal, Clairol Professional, BaBylissPro, Ardell, Paul Mitchell, Sebastian, Goldwell, Naterra and TIGI

Sally Beauty Holdings
Denton, TX

Senior Marketing Project Manager
07/2021 - 11/2021

Promoted to lead creative strategy and operations for in-store and digital campaigns. Led a team of 8 to maximize campaign delivery efficiency and meet business objectives.

- Implemented workflow optimization techniques, enhancing project accuracy by 50% and reducing time-to-market by 12%, directly contributing to improved campaign effectiveness and faster execution
- 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

RAZR Marketing
Minneapolis, MN

Senior Marketing Project Manager - Contract
04/2021 - 07/2021

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

- Led multi-channel campaigns for Medtronic's Robotic Assisted Surgery division, achieving a 25% increase in brand visibility and a 20% boost in digital engagement, while reducing project timelines by 15% through process enhancements
- Drove a 15% reduction in project timelines by implementing optimized workflows, ensuring on-time delivery of assets and maximizing campaign impact for healthcare and finance clients
- Supported Brands: Medtronic (Robotic Assisted Surgery, Colorectal Health, and All Social Media Content)

Latitude
Minneapolis, MN

Associate Director of Studio Production
01/2019 - 03/2020

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% while cutting operational costs by 15%, boosting client satisfaction and driving a 10% increase in repeat business from major apparel brands
- Directed cross-functional teams in delivering high-impact creative content, boosting client satisfaction by 12%
- Supported Brands: Nike, Reebok, Puma, Foot Locker, Under Armour, Foot Joy, Hoka, Camelbak, Trane, and Twitch

ICF Next
Minneapolis, MN

Content Studio Manager
10/2017 - 01/2019

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.

- Streamlined content production processes, increasing delivery speed by 30% and improving user satisfaction by 20%, leading to a 15% growth in engagement across a network of 38 higher education institutions
- Provided data-driven insights to optimize campaign performance, aligning marketing efforts with business goals
- Supported Clients: Wiley Education Services (38 higher education institutions)

Multiple
United States

Creative Management Experience
01/1998 - 10/2017

- For a detailed overview of my professional experience, please visit my LinkedIn Profile

Education

Minneapolis College of Art and Design
Minneapolis, United States

Bachelor of Fine Arts in Advertising Design
1991 - 1995

Certification

Lean Six Sigma Green Belt — Vertis Communications

Theory of Constraints — Science of Business, Inc