

## TRACY SCHMIDT – RESUME

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### PUBLISHING / AD SALES / MARKETING / MANAGEMENT / OPERATIONS

**Publication Management & Design   Production & Team Management   Ad Sales  
Revenue Generation   Graphic Design   IT / Cross Platforms—MAC & PC  
Policy & Procedure Development   Business Operations   Finance / Budgets / Cost Reduction  
Customer Relationship Management   Branding   Direct Mail Campaigns  
Multimedia Marketing Campaigns   Vendor Relations   B2B Sales   Consulting  
Event Management   Corporate Sponsorships /Solicitation   Fundraising  
Market Research   Teambuilding / Mentoring / Training**

- ⇒ Proficient, efficient, adept professional with an uncanny ability to manage multiple tasks effectively. Hallmark of success is in the ability to assess the marketability of new product features, and implement successful, creative marketing campaigns. Builds and maintains successful, long-term client relationships. Ability to see revenue potential, assess a potential customer group, create a comprehensive contact database, develop marketing and solicitation campaigns—from creating text through the design, printing / production / electronic delivery to handling the fulfillment of incoming responses.
- ⇒ Responsible for Corporate Identity, print ad sales, advertising solicitation, broadcast emails, direct mail campaigns, and website ad revenues. Managed the design and production of \$1M+ in print expenses and \$700K in print ad revenue. Established and maintained Association and individual member program identity and marketability. Managed a staff of 4 and a budget of \$470K. Contributed an additional \$290K in cross-selling into other areas.
- ⇒ Created, developed and implemented a one-of-a-kind company database to target 900+ companies for business development.
- ⇒ Provides Graphic Design and Marketing Consulting to companies such as: Beaudette Consulting Engineers; Innovative Spaces Interior Design, Tres Bella Interior Designs, North American Riding for the Handicapped Association; The Urban Farm Sewall Automotive; Stickler’s Upholstery; Terri O’Brian Advertising Agency; The Belcaro Group (Catalogs); Red Vine Restaurant (KC); JCL Electrical Engineers; CJL Consultants; Travel Agency Newsletter; University of Kansas Continuing Education Dept; VinoVino Restaurant; MedVed Auto Dealership; Winnovation Executive Search, Strato-X, ICCC, Thai Massage Conference—to name just a few.
- ⇒ Adept at selling, exceeding budgets by as much as 411%. Managed \$700K in ad sales per year for 14 publications, in addition to contributing over \$290K in cross-sales.
- ⇒ Awarded a **B.F.A. in Graphic Design** with a minor in Spanish, University of Kansas. Associations: Art Directors Club of Denver, American Institute of Graphic Artists

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## SELECTED KEY ACCOMPLISHMENTS

### Marketing / Sales / Advertising / Publishing

- ◆ Provided revenue development and opportunities for over 17 participant programs. Developed and maintained revenue sources to include an Official Merchandise Program, Website Revenue, Event Sales and Publication Ad and Subscription Sales for a member-based organization. Published a magazine 6 times a year. Maintained a circulation of over 46,000 members. Managed website revenue with 1 million visitors a month. **Result:** Absorbed over 4 FT positions, saving the company \$130K/yr.
- ◆ Developed a team project to identify and define marketing initiatives. Defined goals, developed budgets, and targeted resources through text development and image solution. **Result:** Created a large fold-out brochure to market a “Sweepstakes Prog.” which paid out the largest jackpot in the industry, saving the company \$10K+.
- ◆ Redesigned the editorial content of a magazine to meet the demands of advertisers and to lower costs. **Result:** Developed new clients and saved \$40K/yr.
- ◆ Coordinated major event publications, as well as promotional material, paying over \$4M in prize money.
- ◆ Created inexpensive directory ad options that offered “frequent-flyer” discounts, which has garnered the company’s magazine status as one of the largest industry directory and color classified directories in the world. **Result:** These smaller ads now comprise over 40% of net revenues for the magazine.
- ◆ Developed a formal department chargeback at wholesale rates option to occupy the “filler” spots in publications. **Result:** Magazine gained \$80K/yr in revenue that offset the production of the magazine and afforded low- to no-budget programs the opportunity to advertise in the magazine.

### Technical

- ◆ **Computer Software Consultant**, provided beginning to advanced end-users with Computer Hardware / Software Training & Consultations conducted in seminar format. Clients included: University of Colorado at Denver, Einstein Brothers Bagels / Boston Market (NOAH), Quality Education Data, Bagel & Bagel, Lawrence Central Junior High School, KU Architecture, Design, Illustration and Industrial Design Staffs.
- ◆ Restructured design team and designed a website to increase the quality and marketability of products. Orchestrated the first revenue-generating options online, working closely with the ISP to create ad forms, and paid subscription requests and product / publication orders. **Result:** Saved \$60K by implementing and maintaining the website, increasing sales 30%. Online ads now generate over \$10K/month in revenue.
- ◆ Created a robust database targeting a specialized market segment. **Result:** Increased budget revenue from \$270K/yr to \$700K/yr and grew client database to over 6,000 key prospects and advertisers.
- ◆ **Applications:** MS Office (Word, Excel, PowerPoint, Access, IE, Outlook); Act, QuarkXPress; Adobe Photoshop; Illustrator; Graphic Design Software; (ACT!) Contact Management; Contact Database Administration; Website Design; User Interface. **Programming Languages:** Some HTML. **Hardware:** IBM/MS/PC; Mac OS X; some LAN and WAN.

### Operations

- ◆ Conducted industry research, developing a comprehensive spreadsheet on 30 related publications. Positioned Association magazine as the 2<sup>nd</sup> highest circulation / reach of its kind. **Result:** Increased revenues by \$15K in one issue, having developed the interest of 15+ new commercial companies and selling those ads at a higher rate (average \$1K/full-page ad rate).
- ◆ During a merger between the marketing and sales departments, stepped into the position of event sales. **Result:** Increased declining revenues in 4 days and created and administered a 3-tiered solicitation campaign. Exceeded budget goals by over \$30K, having brought in a total of \$140K.
- ◆ Uncovered over 15 years of ad sales accounts and sales materials. Evaluated each closed sale and determined the success of each. **Result:** Saved time and costs by designating those accounts which should be targeted.
- ◆ Created an elaborate spreadsheet to reflect information used to develop sales. **Result:** This one-of-a-kind tool proved to be an invaluable resource and companies of all sizes were targeted to meet a niche market.
- ◆ Initiated a plan to save on print expenses and to improve quality and proficiency of the bidding and production process. **Result:** Eliminated the need for purchasing dept involvement, and improved the quality of vendors.
- ◆ Created the first budget spreadsheet for a magazine that had been in publication for 21 years. Tracked every nuance of production and revenue. **Result:** After 3 years of persistence, uncovered over \$21K in “missing” credit to the magazine’s postal account, receiving full credit from UPS. In addition, uncovered over \$46K in non-invoiced ads sold by a previous ad sales rep—was able to solicit payments on all past due accounts.

### CAREER HISTORY

**Ad Sales / Design & Publications Manager / Graphic Designer, *Arabian Horse Association***

**Assistant Director of Admissions, *Art Institute of Colorado***

**Marketing Director, *By Jeeves***

**Marketing & Design Consultant, *SOL Design***

**AVAILABLE UPON REQUEST:**

**Portfolio • References**