

Tom Schiemer

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SUMMARY

Accomplished Creative Director with over 20 years of expertise driving sales through inventive visual design, multimedia presentations, and online digital marketing. Recognized as an inspiring team leader, adept at fostering collaborations between internal and external teams to optimize efficiency and generate exceptionally creative, brand-focused solutions with tangible results.

EXPERIENCE

Creative Director | High Star Ranch

March 2016 - Present, Kamas, Utah

- Designed and managed the brand marketing for High Star Ranch, DeJoria Center, State Road Tavern, and Rhodes Valley Outfitters, including marketing materials for 12-24 concerts and events annually, resulting in a 15% improvement in ticket sales and brand visibility.
- Produced impactful media content for print, video, website, and interactive sales tools in collaboration with the General Manager, resulting in a 15% increase in customer leads for all companies.
- Established a strategic partnership with a Marketing Agency, overseeing a \$1.2 million yearly budget.
- Selected and programmed a concert and event ticketing platform into HighStarRanch.com to save the company 10% in setup and service fees.
- Generated interactive experiences using augmented reality technology, contributing to a 15% increase in business event and concert ticket sales.
- Implemented on-location video and photography for each concert, enhancing post-event content quality and audience engagement by 25%.
- Collaborated with Google Maps API teams to enhance the precision and visibility of the property on Google Maps, optimizing not only accuracy in the layout but also elevating street view and public GPS accessibility features for the trail system.

Owner and Creative Director | Schiemer Design Studio

January 2009 - Present, Kamas, Utah

- Provided consultative and design services to achieve creative visions through custom logos, design, print, video, and creating captivating websites and presentations.
- Managed creative projects for renowned clients including GAP, La-Z-Boy, Banana Republic, Old Navy, Bernina Sewing Machines, Disney, Coca-Cola, Freeman Companies, Encore Productions, Ultimate Fighting Championship (UFC), and Accord Technologies.
- Spearheaded the direction, development, and execution of 30+ creative projects annually, consistently exceeding client expectations.
- Completed projects on time and within budget, resulting in a 95% client retention rate.
- Cultivated and managed a team of 5 freelance designers and programmers to handle multiple projects simultaneously, increasing overall team productivity by 25%.
- Negotiated contracts with suppliers, achieving a 15% cost reduction while maintaining or improving the quality of materials and services.

Executive Producer | LightSpeed VT

August 2015 - March 2016, Las Vegas, NV

- Produced online videos and virtual training systems for leading interactive course development companies.
- Created a blueprint for client project review and managed production through course writers, designers, video producers, directors, editors, and website programmers.
- Established and maintained efficient client communication channels, reducing project delays by 15%.
- Managed and designed the LightSpeed VT sales funnel, providing the team with a form-driven PDF emulator capable of generating a proposal customized to prospect needs, increasing output and client acquisition by up to 20%.

EVP of Marketing | City Impact Industries & MyTechPro

June 2014 - July 2015, Las Vegas, NV

- Led the initiative to revitalize the City Impact Industries, City Impact Center, and Trinity Life Center brand which began with a new logo, identity package, website redesign, and promotional videos.
- Oversaw campus beautification projects for City Impact Center and Trinity Life buildings, including exterior paint design, exterior LED lighting, exterior logos, marque signage, project budgets, and hiring contractors.
- Brought all projects below budget by 30% through streamlining production, effective vendor management, and clear communication channels.
- Designed and created the MyTechPro company brand, including logo design, print materials, sales videos, website, trade show booth design, and online sales presentations, increasing business leads by over 20%.

Director of Multimedia | Switch

February 2004 - May 2014, Las Vegas, NV

- Orchestrated the acquisition of Schiemer Multimedia in 2004, forming Switch Multimedia and introducing profit-sharing mechanisms with Switch.
- Played a pivotal role in the brand design and marketing campaigns, overseeing diverse projects such as logo design, print materials, photography, sales videos, and websites.
- Collaborated with the CEO, marketing team, 3D animator, and sales teams to create interactive sales presentations to meet various marketing and sales objectives, increasing sales by over 20% year over year.
- Led the implementation and daily up-keep of numerous interactive conference rooms, a 30-seat theater, and a 100-seat special event room with live touchscreen editing using 3 PTZ cameras.

Owner and Creative Director | Schiemer Multimedia

January 1999 - February 2004, Las Vegas, NV

- Specializing in crafting unforgettable logos, creating print materials, sales videos, presentations, and captivating websites.
- Consistently exceeded client expectations, delivering results on time and within budget, resulting in a client satisfaction rate of 99%.
- Nurturing a proficient team of freelance programmers, designers, producers, and directors to collaborate on up to 20 projects per year.
- Negotiated contracts and agreements with business partners and vendors, achieving a 15% cost reduction while maintaining quality standards.
- Clients include Encore Productions, The Morris Group, Ultimate Fighting Championship (UFC), Accord Technologies, and freelance show Producers and Directors.

Visual Producer | Encore Productions

January 1998 - January 1999, Las Vegas, NV

- Designed and produced impactful presentations and print materials, instrumental in driving a 15% surge in sales for custom-branded conference and stage productions among major corporations.
- Collaborated directly with Producers and Directors to craft dynamic presentations that resonate and captivate during the sales process.
- 100% of projects delivered on time to amplify client satisfaction, particularly in the context of impactful sales pitches.
- Improved workflow efficiency by 20% through adept use of advanced design and editing tools.
- Project designs include Ernest & Julio Gallo, Warner Brothers, Intel, La-Z-Boy, and many others.

Art Director | Hands Ink Advertising

January 1997 - January 1998, Las Vegas, NV

- Collaborated with Account Executives and clients to provide effective art direction, aligning visuals with brand identities and messaging goals.
- Applied a keen eye for detail and deep design trend understanding, creating captivating visuals for print and multimedia presentations.
- Achieved a 20% improvement in client satisfaction on all completed accounts.
- Utilized Adobe Software to craft high-quality visuals, meeting and exceeding project requirements.
- Improved design efficiency of the team by 15% through advanced software utilization.

Art Director | CDI Studios

January 1995 - January 1997, Las Vegas, NV

- Deliver visually compelling and strategically aligned design solutions for a variety of clients including hospitals, real estate communities, EA Games, and Caterpillar Equipment Company.
- Demonstrated strong communication and collaboration abilities, fostering productive relationships with clients and team members.
- Manage projects from inception to completion with a 95% on-time delivery rate, ensuring high-quality deliverables that exceed client expectations while maintaining brand integrity.
- Enhanced personal design efficiency by 30% through continual learning and mentorship under my supervisor.

Art Director | Thomas Puckett Advertising

January 1994 - January 1995, Las Vegas, NV

- Translated ideas into compelling visual experiences for clients, including Subaru, Westwood Studios, and Cactus Flower.
 - Utilized Adobe and other layout software, ensuring the creation of high-quality visuals that consistently met or exceeded project requirements.
 - Collaborated with cross-functional teams to ensure 100% on-time project delivery while meeting all scope requirements.
 - Enhanced marketing campaign effectiveness by implementing advanced photo editing techniques using Photoshop, resulting in a 20% increase in audience engagement and product visibility.
 - Maintained a commitment to continuous learning and skill enhancement by actively seeking insights and knowledge from fellow team members, contributing to consistent professional growth.
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VOLUNTEERING

Marketing Council Member | Visit Park City

October 2022 - Present

- Assist and advise the Marketing Council and Board of Directors on specific aspects of the development of the Annual Marketing Campaign.
- Develop and lead proposals for effectively marketing Park City within the committee's area of expertise and submit recommendations to the Marketing Council for evaluation to adopt into the annual advertising campaign.
- Propose creative elements where appropriate for projects discussed, within the guidelines of the branding plan set forth by the Marketing Council Committee.

Creative Director and Producer | Desert Suzuki Institute

January 2010 - January 2014

- The Desert Suzuki Institute, an annual summer music program in Las Vegas, features world-class offerings for both students and teacher trainees in flute, piano, violin, viola, and pre-twinkle.
- Designed distinct logos, print materials, and marketing campaigns for each year's event, resulting in a 15% increase in participant registrations.
- Designed, programmed, and managed the hosting infrastructure for the event's website, seamlessly integrating online registration with purchasing functionalities, and providing comprehensive event details.
- Filmed, edited, and produced custom DVDs of the final day's performances, achieving a 30% increase in DVD sales.

Board Member | American Advertising Federation

January 1997 - January 1998

- Contributed valuable industry insights and strategic input as a Board Member for the American Advertising Foundation in Las Vegas.
- Aided in the development of initiatives that promoted ethical advertising practices and professional growth.
- Through collaborative leadership, played an integral role in advancing the organization's goals and fostering a dynamic board environment.

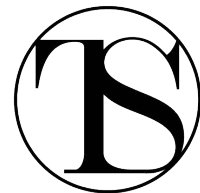
EDUCATION

Associated Degree in Graphic Arts | Denver Business College

Honolulu, HI, 1994

SKILLS

Creative Direction, Art Direction, Project Management, Print Design, Photography, Videography, Video Editing, Website Creator, Server Management, Typography, Image Manipulation, Brand Strategy, Team Management, Client Communication, Content Creation, Time Management, Self Management, Budgeting, Adobe Photoshop, Illustrator, InDesign, Premier, After Effects, Dreamweaver, Microsoft Office, DSLR Cameras, Matterport, Drone Pilot, Surfer, Snowboarder, Mountain Biker, Skateboarder, and Scuba Diver.



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