

# Adam Schuld

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**My objective is to find a cause that is creatively empowering. I get after it.**

## Education

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### Illinois Wesleyan

B.A. in Marketing - 2011

- President of Law Society
- Distinguished IWU broadcast personality

### The Illinois Institute of Art

A.A. in Graphic Design - 2012

- Local Outreach design winner
- Member of AIGA, AMA, STA Chicago

## Experience

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### Creative Director - Sporrior

12/12 - 8/13

Responsible for developing the Sporrior brand from an idea into an identity. I took the vision for the business and made it authentic visually; requiring planning, designing, and then implementing the Sporrior website. Created all of the company's marketing materials and managed summer interns.

### Marketing Intern - Wildman, Harrold, Allen & Dixon LLP

5/10 - 9/10

Primarily involved in improving the efficacy of the firm's modern marketing outreach. By analyzing metrics of digital campaigns through Google Adwords, we could better understand the pitfalls of past campaigns and apply those lessons to future approaches.

### Sales Representative - At Wholesale Home Improvement

5/09 - 9/09

Sold the business' array of home improvement offerings. Responsible for both generating leads and then pitching the products in person. Gained a unique perspective on the entire sales pipeline as well as negotiation skills required to turn prospects into clients.

### Business Analyst - LocalLaunch

5/08 - 9/08

I optimized and improved the performance of businesses' web profiles. By researching and then testing keyword generation, I improved the traffic on every profile I was assigned. The analytical improvement I made to the process allowed me to transfer positions and focus on researching templates that would assist every analyst in the field.

## Skills

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### Design

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

### Marketing

- SEO
- Email Campaigns
- Market Analysis

### UX

- Interaction Design
- Rapid Prototyping
- Usability Testing

Familiar with Java (Android Programming), jQuery, HTML5, and CSS3.

References available on request.