

## THE WORK

### Legendary Capital

Marketing Manager | Senior Art Director | 2019 - Present

- Overhauled Legendary Capital's overall visuals to bring a fresh and cleaner look to their marketing materials.
- Created a functioning style guide to create a cohesive voice to all Legendary Capital funds.
- Collaborated with internal teams to create solutions increasing offering potential from our network.
- Photographed and edited Legendary Capital head shots.
- Built multichannel campaigns to bring awareness of new offerings.
- Conceptualized, wrote and created LinkedIn postings that are not sales related, but human relatable postings to give Legendary a personal face.
- Regularly generate fresh and on-brand ideas for marketing materials.
- Direct all external photo and video projects.
- Worked with previous Marketing Director to increase email click-through rates.
- Write copy for digital and print campaign pieces
- Review, edit and create copy for print and digital projects.
- Organized all Legendary Capital assets into simple to find area on Dropbox.
- Effectively transitioned to work-from-home during pandemic to keep all projects on time and in budget.
- Create visually impactful and content rich videos.
- Schedule print pieces for mailings with printer

### Evine

Multimedia Designer | 2017 - 2019

- Promoted Evine brand through Print, Online, Social Media & Email with creative business thought and internal collaboration.
- Worked alongside art directors, buyers, vendors and marketing team to deliver on business requests.
- Created style guides for internal and vendor approval for all cross-channel marketing efforts.
- Worked in collaboration with the development team to produce a new page creation tool for quicker and more attractive online vendor presence.
- Daily updating of Evine website using Adobe S&P.
- Created on-air logos for Evine specific brands.
- Worked with on-air team to create Evine-exclusive brand logos and on-air graphics for broadcast via the national cable channel.
- Created special event look for holiday vendor/new customer launch.

### Gander Mountain

Senior Graphic Designer | 2014 - 2017

- Built and developed Gander Mountain brand through Social Media & Email, by leveraging strategy, design, and conceptual thinking.
- Critical member in the company's move to responsive emails, including: design and development.
- Partnered with buyers, vendors and marketing leaders to deliver on business requests.
- Created style guides for platforms, including digital templates.
- Managed internal teams and external agencies to execute across media channels. Examples include social media, in-store marketing, digital, and print.
- Created an on-board training manual for new digital designers.
- Tested all website and email designs for link accuracy.
- Brainstormed, designed and art directed for a national newspaper insert, distribution of 11M customers; main focus: creating unique creative solutions to drive sales and differentiate Gander Mountain from competitors.
- Concepted, designed and produced seasonal catalog, duties included photo shoot directing, page and theme layout design, set up of print ready files, and managed final proof approval.
- Consulted on and produced print collateral and signage for seasonal initiatives using the full complement of Adobe Creative Cloud software.
- Supported Gander Mountain's events with logo design, identity, and promotional pieces (brochures, fliers, etc)



## Michael Schuetze

Marketing Manager |  
Sr. Art Director

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**Art and design are my life. The strengths I have to create and direct impactful and compelling pieces are proven. Either as a single voice for a brand, or as an inspirational leader to a team. I work tirelessly effective pieces that are rich in visual and written content.**

### Peer Feedback:

#### • Jennifer Roach (Creative Director)

Over the years, Mike and I have had the opportunity to partner on a variety of marketing initiatives. From print to digital, he consistently brings a seasoned perspective to every project.

Strong work ethic, combined with the ability to deliver results. Mike will go the distance to make sure that every project is completed on time, within budget and meeting expectations.

#### • Jared Nyquist (Marketing Manager)

His creativity, design aesthetic and ability to be a constant force with new ideas is simply amazing. The pace we move for a small team is high (to say the least) - and he exceeds expectations with regard to turning around projects. He is always the first to provide ideas that help solve real challenges that our team faces. He is a pleasure to work with and brings a positive energy to the organization.



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Marketing Manager |  
Sr. Art Director

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### Referrals:

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#### Jennifer Roach

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#### Terry Pounds

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#### Jared Nyquist

Marketing Director

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## VOLUNTEER

### Gander Crew

Gander Mountain

- Organized Red Cross event and participated in outside activities to improve the environment and community engagement in St. Paul.
- Created special event designs for seasonal looks.
- Expanded initiative from corporate group to a retail chain group to assist in improving all natural areas nationwide where all Gander Mountain retail stores were located.

### Minnesota Twins & University of Minnesota

Diamond Awards

- Created pieces to increase funding towards Ataxia research.
- Assisted with both MN Twins and U of M (Mpls) to create pieces that satisfied both groups visually and within brand standards.
- Attended review meetings at U of M Hospital and met with members of MN Twins for feedback reviews.
- Worked with printers for estimates and do proofing sessions for color and content sign-off.

### American Liver Foundation

- Became American Liver Foundation board member assisting and volunteering with an evening of live auction and personal table chefs to fund and fight liver disease.
- Designed all event signage, advertising, direct mail and day of event handouts.
- Created complimentary recipe cards for attendees that are designed as water and oil proof for home kitchen use.
- Worked directly with print, ad specialty and mailing vendors to ensure pieces were done on time, in budget and delivered to event facility.
- Attended event and assisted with set up.

## AWARDS

### 2017 MMPA

Excellence in Design Award

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Excellence in Design Award