

# PAIGE SCHULER

PaigeSchuler.com | Paige.Schuler2@icloud.com | 949-243-4705 | Loveland, Colorado 80537

## OBJECTIVE

Obtain a marketing or graphic design position where I can leverage my creativity to drive customer engagement, maintain brand consistency, foster customer loyalty and drive sales.

## WORK HISTORY

### Marketing & Event Specialist | CBRE | Full-Time | November 2020 - Present

- Spearheads all graphic design and coordination with photographers, and videographers to create visually appealing and compelling marketing materials, such as advertisements and signage.
- Develops and implements comprehensive marketing strategies to drive foot traffic, enhance brand awareness, and increase sales revenue for outdoor lifestyle mall that includes 75 retail stores. (*Collaborated with Barnes & Noble to create in-store activations, resulting in 22%+ over sales plan each week for the month of March and April in 2023 & 2024. Created and executed new annual gift with purchase program, along with a tourism program in partnership with local hotel.*)
- Assists in the development and implementation of marketing strategies and campaigns to promote products and services. (*Partnered with on-site movie theater to promote new IMAX theater, drawing 8,000 visitors on opening day.*)
- Serves as the main media contact, reports on media coverage, writes press releases while building relationships with local media.
- Collaborates with mall tenants and external vendors to plan and execute marketing campaigns, events, and promotions.
- Organizes and coordinates a variety of events, including seasonal festivals, live entertainment, workshops, and community gatherings, to attract visitors and create memorable experiences. (*Increased mall events and in-store tenant activities from six in 2021 to thirty by 2023; increasing center traffic from 200k to 400k visitors every month.*)
- Utilizes market research and customer insights to identify target demographics and tailor marketing initiatives to effectively reach and engage with the target audience. (*Works in tandem with senior regional retail directors to decipher audience data for each media campaign to be distributed to for over 70 lifestyle centers around the country.*)
- Manages digital marketing efforts, including website content, social media channels, email marketing, and online advertising campaigns. (*Aided in the design and release of a new mall website in 2022, which increased annual visitors by 10k in 2023.*)
- Analyzes marketing performance metrics, track ROI, and prepare regular reports to evaluate campaign effectiveness and identifies areas for improvement.
- Cultivates and maintains strong relationships with media outlets, bloggers, influencers, and community partners to maximize publicity and generate positive press coverage for the mall.
- Stays current on industry trends, competitor activities, and best practices in marketing to proactively identify opportunities for innovation and growth.
- Manages social media accounts, creates content, and engages with followers to increase brand visibility and customer engagement.
- Conducts market research and competitor analysis to identify market trends and opportunities.
- Provides administrative support, including scheduling meetings, managing calendars, and maintaining marketing databases.

### Graphic Designer | Contract/Freelance | Part-Time | January 2018 - October 2020

- Used graphic design fundamentals including color, styles, typography and layout to produced various advertisements for print and digital distribution with local advertising partners.
- Experience in creating and sourcing printed newsletters, calendars, advertisements, brochures, booklets, flyers, indoor and outdoor banners/signage, stickers, t-shirts, cups, bags and other accessories.

### Swim Instructor | SwimLabs | Part-Time | July 2016 - October 2017

- Taught individuals of all ages swimming techniques, with the use of underwater cameras.
- Organized and conducted individual progress reports and future practice plan.
- Maintained and cleaned pool area, including water treatments.

### Manager & Creative Support | Color Me Mine | January 2014 - July 2015

- Delegated task and trained new employees on proper processes.
- Organized in-store parties and assisted with creative examples displayed in-store.
- Maintained product and material inventory management and front of house duties.

## EDUCATION

- Colorado State University | 2020 | Bachelors in Fine Arts, Graphic Design

## SKILLS

- Ability to complete multiple projects at once in a fast-paced environment.
- Advance knowledge of Adobe Creative Suites: InDesign, Photoshop, Illustrator, Premier Pro, and Adobe Acrobat.
- Advanced knowledge of Microsoft Office Applications: Word, PowerPoint, and Excel.
- Basic knowledge of Adobe Dimensions, After Effects and Audition.
- A self-starter, collaborative and self-aware team member, active listener, creative problem-solver and positive persona.
- Proficient in leading and collaborating with multiple teams to shape visual elements consistently to brand standards.