

RESUME

Summary

I specialize in the management of marketing, advertising, and creative service functions. I create printed material, photography, displays, newspaper advertising, and provide web site design and maintenance.

Employment

Greg Schaale Design - Marketing, Advertising, & Graphic Design Consultant 8/2002 – Present.

Along with my wife, Jan, I am a consultant for companies that do not have in-house marketing personnel. I provide web site design and maintenance, plus all other marketing services that may be required (see www.gregschaale.com).

Marketing & Advertising Director 1/94 - 1/2003

Fitness Management Corporation West Bloomfield, MI (Fitness USA Health Spas)

I was the director of an in-house agency that supported subsidiary companies. I supervised 2 graphic designers and provided all marketing and advertising services that included newspaper, direct mail, POP display, print production, and web site development.

Creative Director 8/90 - 5/93

Highland Superstores Plymouth, MI (Retail Consumer Electronics and Appliances)

I supervised 4 copywriters, 3 layout artists, and a special promotions manager. I designed and directed all advertising for newspaper, direct mail, in-house TV/radio, and promotional signage. I produced TV and radio spots in-house.

Creative Manager 6/81 - 7/90

Circuit City Stores, Inc. Richmond, VA (Retail Consumer Electronics and Appliances)

I supervised a staff of 13 writers, designers, and broadcast producers who created newspaper, direct mail, signage, and TV/radio spots. I engineered an aggressive promotional identity for the newspaper ads, along with a system of layouts for future computer automation.

Art Director 1/80 - 6/81

Lewis Freese Cory and Associates Advertising Richmond, VA (Ad Agency)

Creative design of newspaper and print production. TV production.

Art Director 3/78 - 8/78

Composition Inc. Richmond, VA (Typesetting Company)

Creative design and mechanical art for print production.

Art Supervisor 6/75 - 9/77

VCU/ Medical College of Virginia Richmond, VA (Visual Education Department/Biomedical Communications) - Supervision of 8 graphic designers; designed print, exhibits, and audio-visual presentations for patient and student education.

Graphic Artist 1/73 - 10/74

Tuckersharpe Pen Company Richmond, VA (Manufacturer of Advertising Specialty Items)

Design of packaging, print, and POP displays.

Education

BAFA in Communications Arts and Design from Virginia Commonwealth University.
Emphasis on print, photography, film, and TV production.