

## ELIZABETH ROSE SCHNEIDER

[www.heardabout.me](http://www.heardabout.me) / [info@heardabout.me](mailto:info@heardabout.me)

---

### PERSONAL STATEMENT

A savvy communicator, digital specialist and brand strategist who brings fierce intellect and charismatic leadership to every task. Believes strongly that innovation is born by balancing the fundamentals with the fresh: from brand strategy to packaging execution, digital environment to data analytics.

---

### EXPERIENCE

#### CHASE DESIGN GROUP

**Senior Account Manager** - *New York, NY* - [www.chasedesigngroup.com](http://www.chasedesigngroup.com) - (February 2016 - Present)

Oversee all aspects of creative projects using planning, monitoring, budgeting and client communication skills. Being responsible for completion of the project on time, on budget and on spec.

- Fosters strong relationships between the agency and clients
- Manage client billing and estimates, monitor project risks and scope creep and proactively identify solutions
- Collaborates with executive, creative, strategy and production teams to articulate design rationale
- Research client products, services, plans, competitors and target markets to identify new business opportunities

**CLIENT LIST** - *Procter & Gamble, Aquafina, Swiffer, Nestlé, Mr Clean, Toll House Cookies, Flash, Pespico, Better Together*

#### FOUR32C

**Senior Account Manager** - *New York, NY* - [www.four32c.com](http://www.four32c.com) - (February 2014 - February 2016)

Provided strategic digital insights and problem solving strategies, to anticipate opportunities and proactively address client needs.

- Ensured outstanding creative thinking, innovation, ideation and workflow across multiple digital projects from project kick off to completion
- Enabled multi-disciplinary teams to generate contemporary, strategically sound solutions to client problems
- Managed digital production, large scale site builds, web and native applications, vendor relationships and content experiences

**CLIENT LIST** - *Vera Wang, Bobbi Brown, CBS Sports, Popular Mechanics, Hudson Whiskey, Solerno Liqueur, Luna Park, Bon Appétit, Estée Lauder, New York Daily News, SoundCloud*

#### CONSULTANT

**Strategist** - *New York, NY* - [www.heardabout.me](http://www.heardabout.me) - (September 2012 - Present)

Offer strategic consulting to a wide range of clients, providing unique insights to brand challenges across traditional and digital platforms.

- Develop engaging content for: Facebook, Twitter and Instagram
- Use design research methodologies to provide insight for visual and verbal messaging innovation

**CLIENT LIST** - *Pespico, Bobby Deen Show, Divine Details, Aleia's Gluten Free, GENART Fresh Faces Fashion, Glam Doll Donuts, TruBiotics, Citracal, Little Fury, Rye Restaurant, CBX, View Finder Workshop, Flintstones Vitamins, Sierra Mist*

#### PEARLFISHER

**Strategist** - *New York, NY* - [www.pearlfisher.com](http://www.pearlfisher.com) - (May 2012 - September 2012)

Built strategic efforts across business and design platforms through identification of market trends, consumer and customer behavior.

- Bridged brand strategy and design through culture and insight, brand narrative and analysis of business goals
- Synthesized both quantitative and qualitative methodologies to make recommendations for creative approaches

**CLIENT LIST** - *Kraft, Nestlé, Disney, Macro-Bar Organics, Happy Family Organic, Target, The Chew, Food Network*

#### DUFFY & PARTNERS

**Project Development Manager** - *Minneapolis, MN* - [www.duffy.com](http://www.duffy.com) - (June 2008 - February 2012)

Articulated design and function rationale and strategy, as it relates to accomplishing goals.

- Scouted new business prospects and created opportunity pitches
- Developed internal strategies to showcase thought leadership through: distillation of trends, competitive analysis, stakeholder interviews, review of qualitative and quantitative research
- Creative resource manager duties included: art buying, managing portfolio and creating company technical learning objectives

**CLIENT LIST** - *Duvel, Hallmark, Fisher Price, Wal-mart, General Mills, Hershey, Burt's Bees, Wolfgang Puck, Coca-Cola Company*

### EDUCATION

---

**BACHELOR OF SCIENCE: VISUALIZATION** - *Minneapolis College of Art and Design* - (December 2008)

**ASSOCIATE OF APPLIED ARTS: FASHION MARKETING** - *Art Institute of Seattle* - (May 2006)