

CHAD E. SCHUMACHER
MANAGER OF BUSINESS DEVELOPMENT

WORK EXPERIENCE

Executive Director, Serendipity Entertainment, LLC, Madison, Wisconsin

- Developed the company strategic and business plans.
- Created detailed proposals.
- Negotiated terms of talent-promoter relationship.
- Authorized transactions between talent sources and talent management services of up to \$245,000.
- Created an expansion strategy including a complete 3-year marketing plan, business-to-business sales and purchasing strategies, and internal policy concerns.
- Managed a project-oriented team responsible for creating and executing presentations to potential business partners (artist and venue management, radio and/or print entities, and potential sponsors).
- Performed all tasks necessary to maintaining these relationships.
- Created and implemented internal policies.
- Ensured profitability of concerts by matching artist, venues, and markets.

Director of Marketing, Summit Lake Entertainment, Joliet, Illinois

- Designed collateral for marketing sporting events.
- Assisted in procurement of sponsorships for several Web-based sports videos.
- Managed “day of” operations for sporting events.

Owner/Operator, Carbon Copy Design, Braidwood, Illinois

- Created a graphic design firm targeting small companies unable to retain the services of larger firms.
- Created an innovative direct sales approach for securing business and corollary customer loyalty program.
- Acted as senior account manager, creative director, lead designer, copywriter, and liaison to printing companies and other entities relevant to production of materials.

Branch Sales Coordinator, Vector Marketing, Kankakee, Illinois

- Recruited, interviewed, trained, and managed eighty-five sales representatives.
- Aided representatives with customer relations.
- Worked closely with top performers and problem representatives to increase office performance.
- Coordinated sales efforts with other offices.
- Reported results to division sales manager.
- Managed receptionist staff.
- Managed inventory.
- Conducted sales meetings.
- Maintained a positive, performance-oriented office atmosphere.

Sales Representative, Vector Marketing, Kankakee, Illinois

- Contacted prospective customers via telephone to arrange personal meeting.
- Mastered a sales presentation showcasing product line.
- Quickly built rapport with customers.
- Generated and maintained a personal customer base of over 100 households.
- Named to top five out of sixty sales representatives.

AREAS OF EXPERTISE

- Business Development and Relationship Management
- Graphic Design
- Marketing and Communications
- Administration