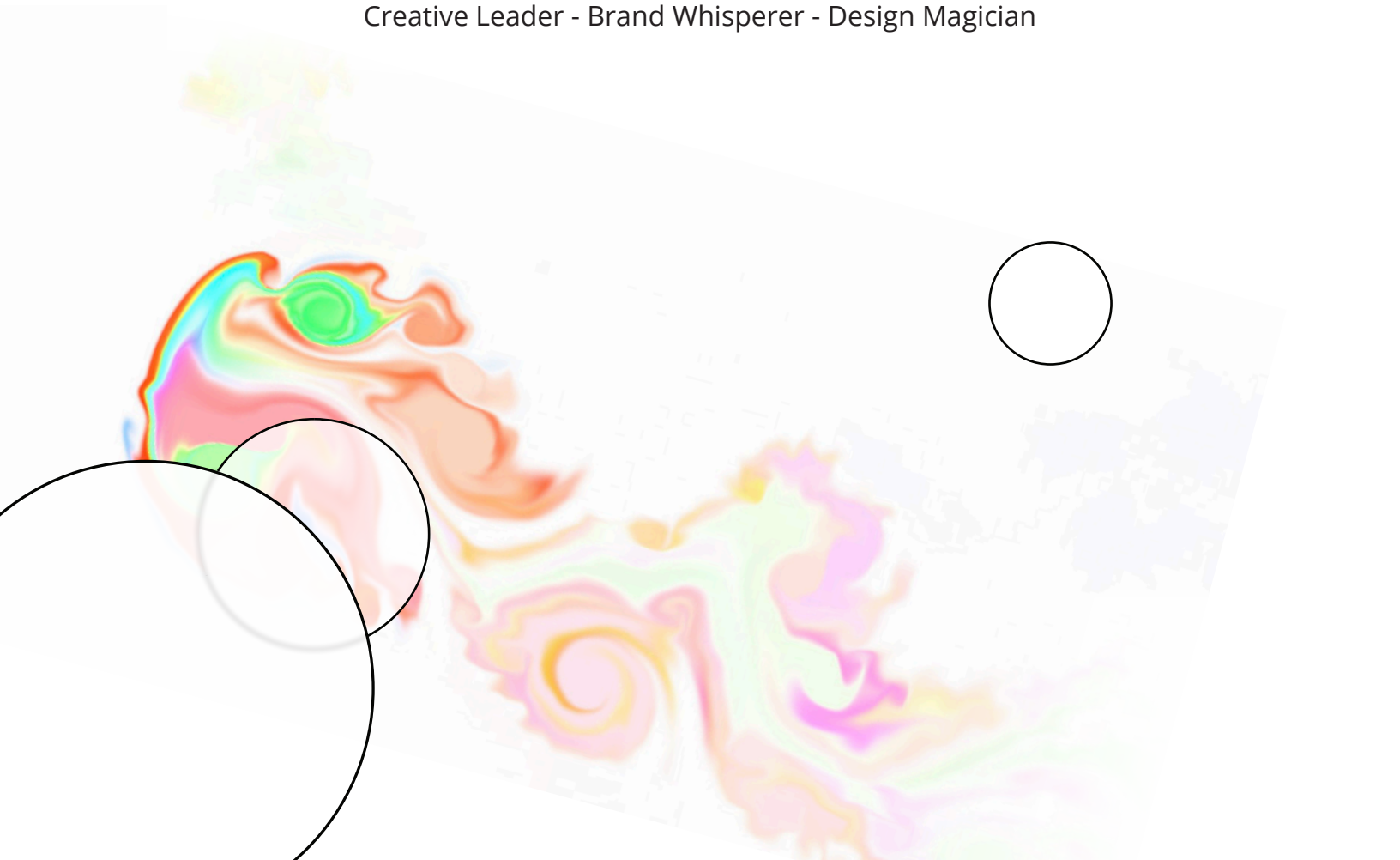




P.T. Schroeder

Creative Leader - Brand Whisperer - Design Magician





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Contact:



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WEBSITE

pt-schroeder.com

Skillsets:

- Leadership
- Communication
- Creativity & Design
- Problem Solving
- Team Management
- Brand Strategy
- Creative Operations
- Empathy
- Marketing Strategy
- Data Analysis

Profile:

I am a bold and strategic creative leader, passionate about inspiring teams to connect their talents to impactful design, storytelling, and brand strategy. With extensive experience across B2B and B2C sectors, I leverage strategic design and brand strategy to craft compelling narratives that resonate with audiences and drive growth. From leading large-scale campaigns and orchestrating immersive event experiences to managing full-scale rebrands, I specialize in creating strategies that build meaningful connections and inspire action. My leadership fosters a collaborative, high-performing culture where creativity thrives, and leaves lasting impressions.

Experience:

- SENIOR DIRECTOR, CREATIVE SERVICES** 2021 - Current
 Coupa Software, San Mateo, California 3+ yrs
 AI-driven Spend Management Platform - B2B
- DIRECTOR, CREATIVE SERVICES** 2018 - 2021
 Coupa Software, San Mateo, California 3 yrs
 AI-driven Spend Management Platform - B2B

As a key member of the Coupa Marketing Team, I lead the Creative Team in shaping and driving the Coupa brand. Our mission is to create memorable moments that unlock purpose for our customers and tell their stories in unique, impactful ways. Our efforts have significantly contributed to Coupa's growth, culminating in its recent \$8 billion acquisition.

My impact by the numbers:

- Led a global team of 7 designers, videographers, and over 6 agencies, increasing creative output 5X.

Storytelling
Video & Multimedia
Presentation Design
Event Design
Experience Design
Social Media

Tools:

Master Adobe Suite
Photoshop
Illustrator
InDesign
After Effects
Premiere
Dreamweaver
Animate
Figma
PowerPoint
Asana
Canva
Marketo
Maxon
Word Press

Education:

The Art Institute of
California - San Francisco

- Spearheaded multiple campaigns and a comprehensive rebranding initiative to modernize and unify the brand, ensuring consistency and scalability. Result: one cohesive brand, one unified voice.
- Contributed to increasing company valuation from \$2.5 billion to an \$8 billion acquisition over five years.

● DESIGN SERVICES MANAGER

2014 - 2018

Alfresco/Hyland Software, San Mateo, California

3+ yrs

Content & Process Management - B2B

As a member of the Alfresco Marketing Team, I was dedicated to pushing boundaries to make our content and process management software empowering. I led a small team through a successful rebrand, creating engaging experiences and shaping the evolution of Alfresco as we continued to grow.

My impact by the numbers:

- Led a small team and collaborated with global team members to execute a brand refresh, resulting in a new visual identity and a compelling brand narrative.
- Oversaw the website redesign and created persona-driven digital experiences, tripling audience engagement.
- Contributed to a significant increase in company valuation, culminating in acquisition within four years.

● SENIOR VISUAL DESIGNER

2014

↑ *Kabam, San Francisco, California*

1 yr

Social & Mobile Gaming - B2C

● VISUAL DESIGNER

2010 - 2014

Kabam, San Francisco, California

3+ yrs

Social & Mobile Gaming - B2C

As a member of the Kabam Marketing Team, I brought legends and heroes to life through visually impactful designs, consistently boosting game engagement. We utilized detailed game metrics to craft compelling stories and build brand awareness.

Certifications:

Leading for Creativity

IDEOU

Foundations in Creative

IDEOU

Storytelling for Influence

IDEOU

Power of Purpose

IDEOU

Patents:

PROVIDING EMAILS CODED TO SPECIFY EMAIL FEATURES FOR

DIFFERENT DEVICE TYPES

US 034737-0409719

Filed Sep 27, 2012

Volunteering:

Builder / Aid

Mission to Mexico

Habitat for Humanity

1998 - 2000

My impact by the numbers:

- Led marketing efforts for over 10 game titles, including The Hobbit: Kingdoms of Middle Earth, Fast & Furious Legacy, and Marvel Contest of Champions, in partnership with Warner Brothers.
- Successfully navigated multiple company pivots to adapt to the evolving mobile technology landscape, creating the best possible games for our audience.
- Contributed to a significant increase in company valuation, culminating in a \$1 billion acquisition within four years.

● **ART DIRECTOR / VISUAL DESIGNER**

2000 - 2010

Imigent Media, San Francisco Bay Area, California

10 yrs

Web Design and Multi-Media Business - B2C & B2B

My work at Imigent Media included:

- Lead design, creative direction and development.
- Communication & collaboration with clients.
- Help clients explore creativity and out of box thinking for new mediums.
- Design production in graphic design, web design and animation.
- Research and learned new ways to design and build a business.

● **PHOTOGRAPHY / VISUAL DESIGNER**

2003 - 2005

Look Deeper Design, San Francisco Bay Area, California

2 yrs

Photography Portfolio Website / iPhone App - B2C

My work at Look Deeper Photography included:

- Principle photographer and photo editing.
 - Graphic design, photo editing and manipulation.
 - Shooting production and execution.
 - Website store integration, and mobile app user experience design.
 - Print production & lighting direction.
 - Photography installations at Philz coffee and Jasko Schroeder Salon.
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