

cory jan schooll&nd

Designer, Photographer & Illustrator

(805) 340-4731 ▪ cory@coryschoolland.com ▪ San Francisco, CA



EXPERIENCE

Senior Designer (Marketing)

RichRelevance, Inc. (Ecommerce SaaS company, San Francisco, CA)

10/2012 – 4/2016

- Carry-over most of the accomplishments and responsibilities from Design & Production Manager (below)
- Hired, trained, and supervised Junior Designer to share creative load of rapidly growing startup
- Redesigned corporate website in late 2013 to bring not only fresh design, but also responsive functionality and a wealth of usability and lead-capturing improvements
- Set up on-site media studio for still and video recording, executed all aspects of various video shoots (in and out of studio), encompassing advertising and hiring talent; procuring and setting up lighting, video, and audio equipment; directing; editing final video footage with B-roll and audio; and publishing online
- Ensured brand consistency and cultural sensitivity around the globe through direct collaboration with international colleagues and translation companies
- Managed Google AdWords account for search term bidding and remarketing display ads, bringing about a 5x increase in conversions for search, 20x increase in conversions and 10x increase in click-through rate for remarketing display and text ads without significant increase in spend

Design & Production Manager (Marketing)

RichRelevance, Inc.

1/2009 – 9/2012

- Developed, maintained, and evolved all corporate branding, including product collateral, product/service/event logos, trade show booths and event branding and collateral, business cards, social media presence, content templates, and website
- Brainstormed and executed creative and final deliverables for marketing campaigns, often collaborating with Product Marketing team and other content creators to bring their visions to life in email campaigns, white papers, infographics, webinars, blog posts, display ads, mailings, etc.
- Consulted with Product team on UI/UX design and asset creation
- Supported HR and Culture teams with a broad range of design services, including anniversary wine labels, mixed-media wall graphics, event promotion, interior design consulting, and much more
- Produced custom materials for Sales and Client Support teams, including hundreds of slides, charts, mock-ups, and other visuals to communicate the company's value proposition to major global brands like Walmart, Target, and Sears
- Established guidelines and improved standards for mock-up design
- Owned all corporate photography, including hundreds of studio and environmental headshots, event photography, etc.; quickly performed bulk and spot photo editing and maintained archives
- Redesigned corporate website in late 2009, including new template, usability recommendations, and all page mock-ups for developer

Design, Front Page, & Imaging Editor

The Horizon (campus newspaper, Westmont College, Santa Barbara, CA)

1/2008 – 4/2008

- Orchestrated design and layout for front page of newspaper
- Standardized and regulated layout of entire newspaper; trained all page editors in layout software
- Selected and optimized images for print, along with Photo Editor

Freelance Creative

Cory Schoolland Photography, Design, Illustration

ongoing

- Designed logos for a variety of organizations
- Designed bi-annual newsletter for local human rights organization
- Photographed many weddings and events, and designed wedding albums for clients

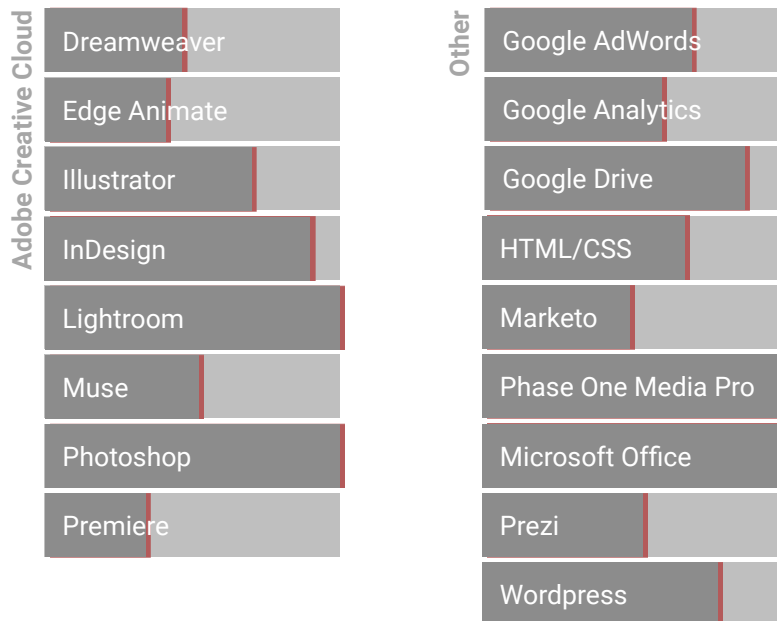
EDUCATION

- **BA in Art with a Graphics Emphasis from Westmont College, Santa Barbara, CA**
- **Graduated Magna Cum Laude at top of department; President's Scholarship and Art Studio Scholarship**
- Studied in Florence, Italy at Studio Art Centers International, fall 2007
- Interned with Robert Houser Photography in Oakland, CA, spring 2006
- Summer course in Graphic Design at Art Center College of Design in Pasadena, CA, 2003

TECHNICAL SKILLS

I am proficient in a wide variety of software, and am constantly teaching myself new tools and techniques to solve problems and accomplish tasks in the smartest way possible.

References available upon request.



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