



PAUL M. SCHMITZ

conceptual + strategic + results-driven

contact

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education

- **Northeastern State University**
Tahlequah, OK
- **2002 Bachelor of Arts**
- **Major:** Graphic Design | Art
- **Minor:** Mass Communications | Advertising

certifications

- HP Certified Indigo 5500 Press Operator
- HP Certified Indigo 5500 Press Maintenance
- Pageflex Web-to-Print

skills

- Creative Management
- Strategic Thinking
- Team Mentoring/Building
- Content Marketing
- Project Management
- Process Efficiency Structure
- Visual Design
- Branding
- File Optimization
- Adobe Creative Suite
- Microsoft Office 365
- Enfocus PitStop Professional
- Smartstream
- CSS/HTML
- Wordpress
- Copilot
- Adobe Firefly
- Chat GTP
- Claude
- Mac OS & Windows

notable clients

- The Ronald Reagan Presidential Foundation and Institute
- National Law Enforcement Officers Memorial Fund
- Saint Labre Indian School
- Los Angeles Mission
- Muscular Dystrophy Association
- Food Bank of Central & Eastern North Carolina
- The American Legion
- British Petroleum

experience

Allegiance Group + Pursuant, Fargo, North Dakota 03/23 • Present
Senior Art Director

- **Directed integrated creative strategies** spanning direct mail, digital, and social media, consistently exceeding client acquisition and house file targets
- **Spearheaded high-volume direct mail campaigns**, overseeing the asset lifecycle from concept and variable data layout to final prepress preflight
- **Optimized digital marketing performance** by designing high-converting display ads, landing pages, and email flows that lifted click-through rates
- **Engineered scalable social media content**, utilizing automated templates and generative AI tools to boost asset production volume across Facebook, Instagram, TikTok, and LinkedIn
- **Championed cross-platform brand consistency** for a diverse portfolio of agency clients, ensuring flawless execution across print, web, and digital channels
- **Partnered with Account and Production teams** to audit proofs, manage specs, and guarantee zero-error delivery on strict, fast-paced agency deadlines
- **Established pricing structures** for various projects and services
- **Analyzed/revised copy** to effectively execute the overall direction
- **Created efficient process solutions** maintaining balance in all departments

Moore, Tulsa, OK, 06/15 • 03/23
Senior Art Director/Group Leader

- **Mentored and managed a multidisciplinary creative team**, providing creative direction and fostering a data-driven approach to creative testing, direct-response layouts and approving artwork to maintain high-quality design execution while also maintaining brand consistency
- **Conceptualized and executed integrated marketing materials** and multi-channel campaigns for a highly diverse client portfolio
- **Collaborated directly with corporate clients and executive leadership** to determine creative best practices, analyze copy, and present overarching campaign concepts
- **Designed high-converting direct mail packages**, developing optimized layout templates that strictly adhered to complex USPS postal regulations
- **Spearheaded comprehensive website design and UI/UX layout**, auditing visual assets and layouts to execute strategic client direction
- **Oversaw the art direction for trade show preparations**, directing the design of high-impact booth graphics, promotional materials, and spatial layouts
- **Developed brand identities**, signage, websites, business collateral, etc.
- **UI/UX Website** design, layout and development
- **Directed end-to-end package acquisitions and production**, managing external print vendor sourcing, strict budgets, and fast-paced delivery timelines
- **Managed and scheduled outsourcing workflows** for high-volume print and production, ensuring zero-error delivery on tight agency deadlines
- **Maintained and troubleshot critical agency infrastructure**, ensuring continuous uptime and peak performance for creative hardware and design software suites

Whistler Media Group, Tulsa, OK 04/13 • 06/15
Senior Graphic Designer

- **Concepted and designed CRM material** for print and digital applications
- **Designed Websites**, focusing on response and UI/UX layout and development
- **Created large format/billboard designs** exceeding client expectations
- **Developed strategic campaigns** for effective marketing material
- **Managed and scheduled outsourcing** for print and production