

Tim Schifle

me@tim-schifle.com
(440) 759-1148
Detroit, MI
tim-schifle.com
linkedin.com/in/tschifle

Creative Leadership Captivating Design Brand Solutions Marketing Strategy

This head has worn many hats, but the connective tissue between them has been bold and innovative storytelling to engage a wide audience. My greatest successes have come as a lead creative producer moonlighting in punchy copy writing and/or business development, but I am just as comfortable operating primarily on strategy with a unique consideration for the aesthetics. I am less concerned about the title of my next role than the opportunity it offers to do big things and help others to do the same.

If you share the belief that guidelines and conventions are excuses for playing safe, we should have a conversation and see where there is noise to be made.

TECHNICAL SKILLS

EXPERT

CorelDRAW | Illustrator | InDesign

ADVANCED

Final Cut Pro | AfterEffects
WordPress | Divi | Elementor
Excel | HubSpot | Salesforce

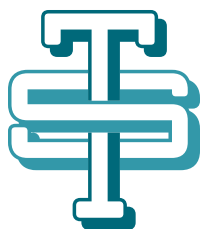
INTERMEDIATE/IMPROVING

SquareSpace | Adobe Firefly | Figma

EDUCATION

UNIVERSITY OF CINCINNATI 1998-2001
Materials Engineering
Minors: Math, Physics

UNIVERSITY OF PHOENIX 2007-2008
Business Management



PITCH DOCTOR BRAND SOLUTIONS

CHIEF CREATIVE OFFICER, OWNER

PRESENT

- Corporate identity design, pitch deck architecture, marketing strategy, website development, event planning & execution, staffing consulting, B2B sales
- Responsible for all decisions on design and copy—whether communicating to the client, or for them

2024

STUDIO B3

DIRECTOR OF CREATIVE, CO-FOUNDER

PRESENT

- Creative and Strategy Team Lead for website, social media, brand guidelines, business development, fundraising
- Led 501(c)(3) certification process, co-author of organization bylaws
- Selected by Department of Education & U.S. Census Bureau to participate in The Opportunity Project 2024

2023

ARAMARK - SPORTS + ENTERTAINMENT

DIGITAL MARKETING MANAGER

2023

- Created and managed video and static content for 156 IPTVs across Rocket Mortgage FieldHouse and the Rock & Roll Hall of Fame
- Produced digital and printed media—including food photography and several new concessions brands—for the 2021 Rock & Roll Hall of Fame Induction Ceremony, 2022 NBA All-Star Weekend, 2022 & 2023 MAC Championships, 2023 NBA Playoffs, and over 60 concerts, comedy shows, and other festivities
- Consulted with client stakeholders and internal staff to develop and optimize concessions concepts, integrate corporate partners, and deliver a premium guest experience—ultimately raising per-capita revenue by nearly 25% in two years
- Assisted with same at Cleveland Browns Stadium, Cleveland Metroparks Zoo, and other properties throughout the Midwest US

2021

YODER GRAPHIC SYSTEMS

MARKETING CONSULTANT/ASSOC. CREATIVE DIRECTOR

2020

- Initiated & cultivated relationships with over 60 companies, specializing in branding for craft brewing, IT/data, sports, politics, construction/restoration, and medical/dental/veterinary practices
- Generated over \$300K in profit between personal sales and new channel development
- Initiated a directive into networking with local professionals, resulting in 23 converted leads and over 2500% ROI
- Directed a three-person creative team on developing, maintaining and streamlining marketing content—both internal and client-side
- Identified pivot opportunities to better serve existing accounts (and open new revenue streams) after COVID-19 caused a 30% drop

2017

LAST CALL TRIVIA

REGIONAL DIRECTOR - NORTHEAST US | 2014-2015

2015

- Managed over 50 accounts and 40 1099 contractors across Cleveland, Columbus, and Pittsburgh
- Expanded private/corporate event sales by more than 250% year-over-year
- Edited & proofread all content for marketing communications and trivia products

DISTRICT SALES MANAGER - NORTHEAST OHIO | 2012-2014

Revitalized the NEOH market in just over a year, improving from the seventh- to the third-most productive of Last Call's eight major districts, and growing local market share from 6% to 47%, despite greater competition.

- Increased monthly district profit by 850% in 14 months
- 3-time Employee of the Month
- Recruited, trained, and managed a team of over 20 emcees
- Sold and activated season-long partnerships with Southern Comfort, Fireball, and Malone Advertising

2012

STUDIO 12 CREATIVE

FREELANCE DESIGNER/DEVELOPER

2021

- NeonRhino Marketing – Brand bible and promotional materials
- American Mensa Ltd. – 2010 Annual Gathering logo artist and branding chairperson
- BlueBridge Networks – sales sheets, landing page, collateral rebranding, digital/print ads, business cards
- Pandata – display graphics, sales sheets, company apparel, MailChimp layouts
- Lorain County Community College – branding package for 2014 and 2015 get!There! Summit
- Hilliard One Hour Cleaners – logo update, website, social media integration
- Gypsy Beans and Baking Co. – print ads, storefront posters, merchandise artwork
- ArcelorMittal Steel – trade show display and banners

2001

LEADERSHIP/ACCOMPLISHMENTS

Chairman | Detroit Liverpool Supporters Club | 2023-2025 • Certified | Google AdWords | 2019 • Certified | Cicerone Certification Program | 2016
Head Coach, National Qualifier (35th) | AVC Volleyball | 2018 • Assistant Coach, National Qualifier (t-11th) | AVC Volleyball | 2017
President | Cleveland Area Mensa | 2010-2011 • Board Member | Cleveland Area Mensa | 2002-2004, 2007-2012