

Summer Schneider

SUSTAINABLE BUSINESS MARKETER AND SOCIAL IMPACT THOUGHT LEADER

518-637-7755

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www.summerschneider.com

EXPERIENCE

Freelance | Associate Creative Director | Present

Strategized and designed PSA campaign to combat the fentanyl crisis

Lead 360 degree brand work for Google Fi, Starbucks, Dannon Yogurt, OceanSpray

Built full design experience for start-up, inclusive of web, social, and in-person

Wasserman | Brand Activism Lead | 2018-2022

Founded brand activism capability proactively

Authored white paper on brand activism

Designed system (inclusive of strategic and measurement frameworks and audit tools) to evaluate true brand impact and guide social KPIs

Laundry Service | Senior Art Director | 2020-2022

Collaborated with brands like GE, Lyft, and Orbitz Travel to produce socially impactful campaigns and bring them to market

Established award-winning brand launch and design guidelines for sustainable jewelry brand, Luminous Diamonds

Managed team of designers and junior creatives

Laundry Service | Art Director | 2017-2020

Led successful new business pitches

Led campaign to Ax the Pink Tax for European Wax Center and oversaw junior creatives

Ideated and produced 360 campaigns for KIND, Papa John's, Skagen, Alrosa Diamonds, Hilton and Michelob

R/GA NY - Samsung | Junior Art Director | 2016-2017

Developed 8 webpages and 6 online videos to bring the Galaxy S8 to market

EDUCATION

Harvard Business School | February 2020

Certificate in Sustainable Business Strategy

Syracuse University | Newhouse | 2012-2016

B.S. Advertising; Minor in Spanish

3.85 GPA: Summa Cum Laude, Dean's List, Renee Crown University Honors College, Crown Wise Award Winner

SKILLS

Brand activism and social impact best practices

Designing quantifiable impact strategies

Developing measurement frameworks

Effective presentation skills

Adobe Creative Suite (Photoshop, InDesign, Illustrator)

Keynote, Powerpoint, Google Slides

Op-ed writing

White paper writing

Web Design

Storyboarding

Social media best practices

Proficient in Spanish

AUTHORSHIP

Choosing Your Cause In the Age of Brand Activism