



THOMAS SCHUMACHER

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A DESIGNER, BRAND SPECIALIST AND CONCEPTUAL THINKER WITH AGENCY EXPERIENCE IN DIGITAL, GENERAL, AND DIRECT RESPONSE ADVERTISING.

OWNER / CREATIVE PRINCIPAL

Schumacher's Meats Advertising & Design 2010 – Present

Solely responsible for all aspects of the creative engagement for a broad spectrum of clients, including non-profits, municipalities, business services and arts & entertainment.

Services include website design, brand strategy, logo and branding development, social media content, printed marketing assets, copywriting and business consulting.

PARTNER / CREATIVE DIRECTOR

Tandem Partners Advertising & Design 2010 – 2023

Provide creative and strategic expertise and execution to domestic and international clients across a wide range of industries including real estate, sports & recreation, and finance.

AD DESIGN & PRODUCTION MANAGER

The Hudson Independent 2014 – 2020

Managed the design, revisions and pre-production of all advertising units that ran in each edition of this award-winning monthly newspaper.

OWNER, CO-FOUNDER & CHIEF CREATIVE OFFICER

W@tercooler Coworking Space 2011 – 2015

Business development, operational responsibilities, brand stewardship and creative execution for all marketing materials for this shared workspace located in Tarrytown, NY.

CO-FOUNDER & CHIEF CREATIVE OFFICER

Comingle 2012 – 2015

Responsible for branding, promotional materials and user experience for this start-up.

AGENCY EXPERIENCE

IMC2 - Creative Director / TBWA/Chiat-Day - Senior Art Director / Hill Holiday - Senior Art Director
Chinnici Direct - Senior Art Director / Houseparty - Design Lead / Brann Blau - Senior Art Director

VERTICALS & CLIENTS

AUTOMOTIVE: Nissan, Infiniti, Cadillac

TECHNOLOGY: Verizon Wireless (Consumer & B2B), IBM North America & Worldwide, Pitney Bowes, Nextel, Unysis, Casio, Charter Communications, Spectrum Enterprise, Gartner Group

PHARMACEUTICAL & HEALTHCARE Pfizer, Schering Plough, Weight Watchers, Carolina Walk-In Tubs, Johns Hopkins Medicine, Cigna, MetLife

FINANCE: Hartford Insurance, CapGemini, CapitalOne Credit Cards, MetLife Insurance

CONSUMER PACKAGED GOODS: Mead Johnson (Enfamil), Sauza Tequila, Kraft Foods, Durex, Rubbermaid, MyM&M's, Fisher Price, Jack Daniels, Sony Playstation, Hamilton Beach, KitchenAid

CREATIVE SOFTWARE & TOOLS

The Adobe Creative Suite: InDesign, Illustrator, Photoshop & Figma

CREATIVE & SOFT SKILLS

Copywriting, Information Architecture, creative development, new business development, mentoring & management, client service, team building, workflow management