**KRIS SCHRADER**

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Award-winning integrated marketing senior director and creative strategist. Leader in growing brands, building teams, and creating omnichannel marketing content for diverse audiences. Accomplished storyteller with proven success in driving consumer engagement. Director of B2B and B2C integrated marketing activations (local to global), creative design and messaging, end-to-end campaign management, branding, event planning and execution, 360 multimedia strategies, and corporate communications. Master at change management and motivated by relentless curiosity, a competitive spirit, and the ability make an impact on an organization’s success.

**SKILLS & CATEGORY EXPERTISE**

Integrated Marketing Planning

B2B & B2C Campaigns

Cross-functional Collaboration

Creative Messaging & Design

Data Analytics & Performance

People & Project Leadership

Digital Marketing & CRM

Brand Strategy & Positioning

Consumer Insights & Roadmaps

Multimedia Content Development

Omni-channel Media

Agency Partnerships

Budget Ownership (P&L)

Digital & eCommerce

Corporate Communications

Consumer Packaged Goods

Food/ Beverage

Technology/ SaaS

Healthcare/ Public Health/ HCP

Financial Services

Nonprofit

Automotive

Retail

Sports & Entertainment

Education

Children’s Media

Local & Regional Services

**AWARDS**

EMMY Reg. Nominee (15) & Winner • Telly (12) • Davey (6) • Hermes (8) • MarCom (5) • dotCOMM (5) • Muse (2) • New York Festivals (Finalist) • 100+ team wins (as Group Director)

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**EXPERIENCE**

**GROUP DIRECTOR -** Creative,Integrated Marketing04/2018 – Present

Comcast Advertising, Mnemonic Agency, Philadelphia, PA

* Built this regional creative strategy and brand marketing agency from the ground up. The team now leads the Northeast in creative and media revenue, brand business, and campaign activations.
* Spearheaded the agency’s integrated marketing expansion beyond video, including digital, print, radio, OOH, experiential, website development, display, ecommerce, SEO, and paid social media.
* Created all sales enablement tools, communications, and training materials to launch the digital 360 transformation and deliver best-in-class campaign solutions to clients across teams.
* Leads end-to-end brand management, go-to-market strategy, and budgeting (owns P&L) for 150-200+ B2B and B2C client campaigns annually. Tripled repeat client business.
* Formulates effective customized marketing solutions with defined KPIs, in-depth data analytics, consumer profiles, and category insights to maximize ROI.
* Forged new vendor partnerships and grew staffing to support expanded agency operations.
* Integral part of the client-facing sales teams and lead generation campaigns, driving new creative revenue of 40% and shrinking account churn rates to exceed the region’s $125MM+ goal.
* Streamlined all operations to remove geographic barriers, slashing speed to retail time by more than 50% and enabling the team to now work seamlessly between 22 advertising sales markets.
* Garnered more than 100 industry creative and marketing communications awards for team excellence in multi-channel campaigns.

**SENIOR PRODUCER -** Global Content (FT contract)07/2016 – 04/2018

Campbell Soup Company, Camden, NJ

* Directed creative development and brand messaging for top global consumer brand activations - ***V8, Pace, SpaghettiOs, Swanson, Prego, Plum Organics, Foodservice (NAFS), Pepperidge Farm*** and ***Soup***.
* Developed and produced broadcast TV commercials, website UI/ UX, digital design, print ads, radio spots, social media, ecommerce, in-store assets, photography, and long form video content.
* Cut marketing production costs by more than 50% by shifting core content production in-house as key to the enterprise’s decoupling transformation.
* Strategized, wrote, and designed internal and external communications content, global training modules, financial reports, public relations material, and B2B sales collateral. Partnered cross-functionally across all departments.
* Shaped and executed multimedia experiences for high-profile, global employee events, Executive Leadership meetings, and branded experiential campaigns, including onsite partnerships with NFL Draft Day and Super Bowl.
* Partnered with top-tier global agencies to execute brand activations across shopper/ product marketing campaigns.

**MARKETING PRODUCER -** Championship(Freelance) 03/2016 – 07/2016

Major League Ultimate (MLU), Philadelphia, PA

* Highest single game attendance record. Designed and produced the main event logo, all print and digital ticket sales promotions, graphic assets, and merchandise for this national event.

**MEDIA & ENTERTAINMENT PROGRAMS MANAGER** 06/2011 – 02/2016

Children’s Hospital of Philadelphia (Seacrest Foundation), Philadelphia, PA

* Launched the in-house creative studio and closed-circuit TV network. Produced all multimedia content.
  + 25+ hrs. of live, interactive content programming weekly
  + 60+ patient-focused strategic health communications campaigns and staff training modules, including critical care initiatives and multi-cultural programs for the Department of Global Medicine. Significantly impacted positive patient outcomes while decreasing service disruptions, delays, and wait times.
* Headed a team of 30+ direct reports (staff, interns, volunteers) and formed a comprehensive for-credit college internship program.
* Booked and executed 200+ patient and donor events and high-profile live guest performances such as Taylor Swift, Shawn Mendes, and Imagine Dragons.
* Oversaw event public relations activities and served as department spokesperson. Expanded donor relations and funding.
* Introduced a multi-faceted participation incentive program, providing critical psycho-social support and engagement for pediatric patients.
* Appointed to enterprise IT project management teams to steer 4 major product developments, including mobile app designs and tech upgrades for patient access hospital wide.

**RIGHTS & PERMISSIONS SPECIALIST -** Business & Legal Affairs 01/2009 – 06/2011

Comcast/ NBC Sports (National scope), Philadelphia, PA

* Partnered with Legal team to advise networks on negotiations, trademarks, rights usage, and licensing. Analyzed, drafted, and processed 500+ contracts annually for talent, broadcast rights, production, music, and marketing.

**EDUCATION**

**Master of Science -** JOURNALISM/ ADVERTISING, University of Kansas

**Bachelor of Arts -** THEATRE/ FILM, Honors seminar in screenwriting, University of Kansas