Betsy Schmitt-Wordsman

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| Summary |
|  | MEDIA PRODUCTION PROFESSIONAL*Skillful and dynamic award-winning digital and print media executive recognized for retail and print advertising management for high-profile organizations. I am seeking a new hands on opportunity after Macy’s recent down sizing*Key Qualifications * Proven track record of accurately guiding companies through transition periods by developing processes, systems and teams that utilize traditional and emerging tactics.
* Adept at developing and maintaining the direct production and release of print and digital media pages/assets by utilizing efficient and cost effective tactics while delivering cutting-edge products.
* Highly focused and results-oriented in supporting complex, deadline-driven operations and managing multi-million dollar budgets for Avon and Macy’s from budget inception to final press approval and distribution.
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| Professional experience  |
|   | **Macy’s Inc.                   New York, New York 2000-2/2017***Macy’s Inc. Director Media Production –Digital and Print**Macy’s Inc. Director Direct Mail Inserts- Purchasing, Planning* *and Production**Macy’s East Media Director Direct Mail, Inserts, Special Projects*Manage the preparation and production of traditional print and digital media and have media planning, purchasing and budgeting experience* Direct production and release of 30,000 print and digital media pages/assets.
* Oversaw the startup of streaming digital in store video display

*(400 screens in 800 plus stores)** Planned, purchased and directed $300 million direct mail and newspaper Insert budget consisting of 100+ catalogs, 56 newspaper inserts and over 500 collateral print pieces and magazine inserts per year. Also supervised production and release of 1,000 newspaper ads per week to over 800 newspapers.
* Responsible for P & L, budgets, financial forecasts, competitive bidding.
* Managed department transition though 4 mergers and 6 consolidations.
* Supervise staff of 15.

**Avon Products, Inc.                New York 1995-2000***Senior Manager, Global Paper and Print**Senior Manager, Print Purchasing & Production** Managed, negotiated, and purchased printing with $100 million budget for 400 million domestic Avon brochures annually.
* Planned, purchased and managed paper, printing and cosmetic sampling in United States and other Avon global countries.
* Purchased 50,000 tons of paper annually with budget of $50 million.
* Part of team created to develop global strategy for 680 million Avon brochures printed in 32 markets.
* Responsible for competitive bidding, financial forecasts, budgets, P &L.
* Supervised staff of 9.
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| AWARDS/ACHIEVEMENTS |
|   | * *Macy’s Outstanding Engagement Achievement*

For superior team leadership                                      * *Macy’s Innovation Award for Excellence*

For outstanding job performance: Digital Broadcast System for stores* *Macy’s Team Award for Total Excellence*

Forwork on converting Stern’s stores after takeover* *Avon’s Chairman’s Award*

Top company award for job performanceEducational Background**Bachelor of Fine Arts,** Graphic Design Boston University, Boston, Massachusetts  |

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