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. |
| 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. | |
| 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 performance  Educational Background  **Bachelor of Fine Arts,** Graphic Design  Boston University, Boston, Massachusetts | |

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