

**MARGARET "MEPS" SCHULTE**  
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**CAREER SUMMARY**

My specialty is clear communication. I have over 30 years of experience in delivering information, and I know how to use the power of storytelling to make a difference in the world.

**SKILLS SUMMARY**

- Writer and editor of web content, marketing materials, books, and training/technical documents
- Graphic designer with extensive portfolio of digital, print, and video material
- Author and illustrator of two books: *The Joyful Bear* (2016) and *Strangers Have the Best Candy* (2014)
- Founding board member of two international nonprofits: Bahia Street and Nonprofits Without Borders
- Well-organized. Fast learner. Superb facilitator. Flexible mind. Effective, easygoing leadership style.

**WORK EXPERIENCE**

**Principal**

**CHOOSE ART (formerly The Idea Distillery), 2003 to present**

- Communications guru, helping small businesses and nonprofits with branding and storytelling
- Services include writing, editing, design, illustration, and photography
- Projects include print materials, signage, websites, logos, videos, and presentations
- Creative brainstorming approach allows me to find innovative cost-saving solutions
- Recent projects: Let's Go Legal (video production), The Washington Nonprofit Institute (web graphics and content), and *It's A Fact!* (book design)

**Public Affairs Manager**

**BAHIA STREET, 2006 to 2010**

- Seattle-based 501(c)3 that funded a \$250K program for impoverished girls in Brazil
- Responsible for content and design of website and print communications
- Wrote annual reports, press releases, grant applications, appeals letters, and brochures
- Planned and managed fundraising events
- Managed contact database
- Recruited and managed volunteers and interns

**Business Analyst**

**EXPEDITORS INTERNATIONAL, 2001 to 2003**

- S&P500 international shipping company providing import, export, customs, and insurance
- Worked with end-users and programmers to develop software to solve business problems
- Wrote system requirements and use cases; modeled data using UML tools
- Created a unique method of storytelling to illustrate challenging user issues
- Developed a reputation for team-building and effective conflict resolution across departments

**Knowledge Manager**

**ARTHUR ANDERSEN BUSINESS CONSULTING, 1997 to 2000**

- \$39M practice with clients in consumer products, healthcare, manufacturing, and technology sectors

- Created and managed web-based knowledge management tools for consultants in San Francisco, Seattle, Portland, and Salt Lake City
- Wrote and delivered quarterly training to 1200 users
- Facilitated lively knowledge-gathering meetings with teams all over the west coast
- Performed market research and analysis; wrote proposals and marketing presentations
- Served as technical expert for sales team and participated in sales calls

### **Lead Graphic Designer**

#### **ARTHUR ANDERSEN, 1995 to 1997**

- Provided graphic design services to Seattle, Portland, and Boise offices
- Supervised graphic production staff members
- Managed schedules, budgets, and vendors for print and multimedia projects
- Wrote and designed presentations, proposals, and marketing materials

### **Assistant Managing Editor**

#### **JOURNAL OF DEFENSE RESEARCH, 1991 to 1993**

- Department of Defense scientific and technical periodical
- Responsible for all aspects of production: Soliciting manuscripts, editing, layout, printing, subscriptions, and mailing
- Introduced desktop-based production techniques that eliminated a three-year backlog of manuscripts and reduced staff from 12 to 3

### **Systems Integrator and Alternate Shift Operations Lead**

#### **BATTELLE MEMORIAL INSTITUTE, 1985 to 1991**

- Installed and maintained hardware, software, and Banyan network for a 75-person in-house graphics and print department
- Selected computers and software for graphic artists, technical illustrators, typesetters, and writers
- Provided training in basic computer use and graphics applications
- Saved hundreds of thousands of dollars by replacing dedicated systems with desktop computers
- Directed production and quality control of typesetting, text processing, and pasteup

### **TECHNICAL**

- MS Office (Word, Excel, PowerPoint)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Audition, PremierePro, AfterEffects)
- Databases: Access, Salesforce
- Content-management systems: Wordpress, Joomla!

### **EDUCATION**

B.F.A., The Ohio State University. Specialization: Journalism graphics and photography, painting, sculpture.

### **OTHER USEFUL THINGS TO KNOW ABOUT ME**

- 10-year veteran of Burning Man
- Blue-water sailor, excellent navigator, proficient in composite marine construction. Lived aboard sailboats for 11 years.
- General Class radio license KE7OCQ
- Accordion-player, pianist, mural-painter, and cartoonist