



Corey Mitchell Scholl - Creative Director - 507.459.3972

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Offering creative marketing solutions to solve business problems is what I do best. My customers come to me with a business problem they are struggling with and I partner with them to develop exciting and flexible marketing collaterals that build brand awareness, promote product benefits, enhance the product's professional appearance, and in turn contribute to sustained ROI for their business. Cognizant of the importance of balancing the client's needs and vision with practical and cost-efficient design formats, I strive to develop solutions that are inviting and interesting but also mirror the client's core values and mission.

I'm graduate of the Minnesota School of Computer Imaging in Brooklyn Center, and have over eighteen years of experience working with a variety of businesses, including manufacturing, technology, higher education, not-for-profit and retail. I formerly worked at mediawërks, a marketing communications company and Itechra, a Winona based technology and IT business, as creative director. Currently I'm providing creative capabilities to a variety of local businesses as a contractor.

I would welcome the chance to meet with you to discuss my qualifications in more detail and am confident that I can deliver results similar to your organization. I'm enjoying the flexibility of my current position, although I'm looking for more consistency. I look forward to a personal interview.

Sincerely,  
Corey M Scholl  
Creative Director

201 Michaels Street - Box 276  
Cochrane, Wisconsin 54622  
507.459.3972

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## OBJECTIVE

Providing design direction and production capabilities, which include identity and branding, marketing materials, website design, trade show resources, multimedia design and video production. Currently I'm providing creative capabilities to a variety of local businesses as a contractor.

## WORK EXPERIENCE

Creative Director/Owner

Corey Scholl Design

Cochrane, WI

January 2009 - This is my current position.

Creative Director

Itechra

Winona, MN

April 2006 - January 2009

Multimedia Designer

mediawërks

Winona, MN

March 2000 - April 2006

Graphic Designer

WinCraft, Incorporated

Publications Department

Winona, MN

April 1998 - March 2000



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## EDUCATION

Associate Degree

Multimedia, Graphic Design and Advertising

Minnesota School of Computer Imaging

Brooklyn Center, MN

May 1996 - March 1998

Cochrane-Fountain City High School

Cochrane, WI

May 1996

## SKILLS

Providing a plan to execute the goals for a project

Providing an estimate of time and cost for a project

Providing creative direction to variety of customers and industries

Providing a summary of the project and how the goals were accomplished

Providing production task ranging from graphic design, web design, animation, web programming, video production, 3D modeling

Providing ideas and brainstorming project solutions

Providing a brand by sourcing a library of creative tools that the customer can use in future projects

Providing a good working relationship with local vendors

Providing honest feedback to the customer



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## SOFTWARE

Desired Platform: Mac

- |                |                    |                  |                      |
|----------------|--------------------|------------------|----------------------|
| * Photoshop CC | * Indesign CC      | * Illustrator CC | * Dreamweaver CC     |
| * Muse CC      | * After Effects CC | * Audition CC    | * Premiere CC        |
| * Pages        | * Acrobat          | * Fetch          | * Office             |
| * Contribute   | * Director         | * Fireworks      | * Flash Professional |
| * FreeHand     | * PageMaker        | * QuarkXpress    | * Soundbooth         |
| * Soundbooth   | * 3D Studio Max    | * and more....   |                      |

## HONORS & AWARDS

WSU Television Ads Win Award

A series of television commercials promoting Winona State University, "Success is a Matter of Degree," won a the copper award in the Absolute Excellence in Electronic Media competition. The series, produced by Corey Scholl and Brian Klein at mediawerks of Winona, is airing on stations and cable systems in the Upper Midwest. The copper is the top AXIEM honor.

## WEAKNESSES

- \* Creative Writing
- \* Advanced Action Script
- \* Advanced Database Programming
- \* Advanced IT Support



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## SOLUTION HIGHLIGHTS

### Current & Past Customers

2006 - Present

Minnesota Marine Art Museum - Winona, MN

- \* Corporate and Informational Brochures
- \* Print and Newspaper Advertisements
- \* Media Planning
- \* Online Advertisements
- \* Website Maintenance
- \* Logo Enhancement

2013 - Present

VFW - Post 10406 Cochrane, WI

- \* Website Design/ Programming and Maintenance
- \* Quarterly Newsletter Template
- \* Donation Cards
- \* Email and Letter Templates
- \* Online Videos

2013 - Present

American Legion Post 224 Alma, WI

- \* Website Design/ Programming and Maintenance
- \* Facebook/Twitter Branding and Daily Posts

2008 - 2009

Miller Felpax - Winona, MN

- \* Website Maintenance
- \* 6 "Awareness" TV Commercials
- \* 2 "Message from the President" TV Commercials



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## SOLUTION HIGHLIGHTS

2000 - 2013

PlastiComp - Winona, MN

- \* Corporate and Informational Brochures
- \* Online Advertisements
- \* Website Design and Maintenance
- \* SEO Planning and Maintenance (Google AdWords)
- \* Multimedia Sales Presentations (English, French & German)
- \* Product Packaging Design
- \* Video Production

2008 - 2009

Winona Flood Recovery - Winona, MN

- \* Website Design and Maintenance
- \* 2 "Awareness" TV Commercials
- \* Design: Brochures, Posters, Invite Mailings

2000 - 2003

Winona State University - Winona, MN

- \* WSU TV Commercial 2001
- \* Campaign: "Success is a Matter of Degree"
- Admission Campaign: "2001,2002, 2003"
- \* Interactive CD Roms
- \* Newspaper/Magazines Ads
- \* Radio Commercials
- \* TV Commercials
- \* Interactive CD/Direct Mail Packaging
- \* Email Campaign
- \* Soda Can Artwork (Label on soda can)



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## PROJECTS: PAST AND PRESENT

Adventure Cycle and Ski: Print Ads

Am Manufacturing: Logo Design - Website Design and Maintenance

Anytime Fitness: Print Ads

Arcadia Chrysler: Print Ads

Artisans: Website Design and Maintenance

Ace Communications: Billboard Ads - Newspaper Ads

Audio Designs: Print Ads

A&W: Print Ads

Back to Health: Print Ads

Badger Equipment: 1085D Video - Illustration Artwork

Bakers Shoes: Print Ads

Bobcat: Print Ads

Brone's Bike Shop: Print Ads

Callista Court: Print Ads

Canamer: Website Design and Maintenance

Cars N Credit: Print Ads

Cedar Valley Golf: Print Ads

China King: Print Ads

Chrysler Winona: Print Ads

City of Winona: Print Ads

CodaBow International: Print Advertisements

Coffeemill Ski Resort: Print Ads

Composites Consortium: Interactive CD Rom - Also displayed in a Kiosk located at WSU

Cone Chiropractic: Print Ads

Cotter: Print Ads

CybrCollect: Website Design and Maintenance - Post Card Advertisement - Sale Sheets

Dahl Automotive: Print Ads

Dakota Alliance Gathering: Print Ads



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## PROJECTS: PAST AND PRESENT

Dakota Area Community School: Print Ads

DepositExpress: Website Design and Maintenance - Post Card Advertisement - Sale Sheets

DuraTech: Product Catalog

Diocese of Winona: Poster Advertisement

Eagles Cancer Telethon: Print Ads

Elmaro Vineyard: Print Ads

Erbert & Gerberts: Print Ads

Family & Children's Center: Print Ads

Fountain City Ford: Print Ads

Freight House: Print Ads

Gilmore Ave Car Wash: Print Ads

Golden China: Print Ads

HBCI: Newspaper Ads - Door Hanger Artwork

Honda Moterwerks: Print Ads

Hossfeld Manufacturing: Newspaper Ads

HyVee: Print Ads

Kendell Lumber: Newspaper Ads

Knitcraft Corporation: Annual Product Sale Ads

LaCrosse Milling: Outdoor Signage

LaCrosse Technologies: Interactive Video

Main Street Ingredients: Website Design and Maintenance

Markquart Motors: TV Commercial

MediCharge: Logo Enhancement - Website Design and Maintenance

Micheals' Lighting: Website Design and Maintenance - Interactive CD Rom "Sales Tool" - CD Packaging

NC Wood Products: Product Catalogs - Sales Sheets - Trade Show Displays - T-Shirt Designs

Pampered Pooch: Print Ads

Pickwick Mill: Print Ads

RemoteTech Solutions: Logo Design - Business Card





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## PROJECTS: PAST AND PRESENT

Restorative Justice: Website Design and Maintenance

Saint Anne of Winona: Print Ads

Sauer Health Care: Print Ads

SCS-AIM Product: Catalog - Business Card - Corporate Folder - Magazine Ads

Sprint - Hawaii: Interactive CD Rom "Tool Kit"

Signatures: Website Design and Maintenance

Steamboat Days 2013: Print Ads

Sugar Loaf Ford: Print Ads

Tomorrow's Fitness: Website Design and Maintenance - Product Packaging

TRW Automotive: Product Brochure - CD Rom Packaging

Technigraph: Website Design and Maintenance - Bottle and Label Artwork

Thomas industries: Website Design and Maintenance - Product Catalog

Tranfusion: Website Design and Maintenance - Post Card Advertisement - Sale Sheets

United Driving: Print Ads

Walz: Advertisements

WACS: Print Ads

Winona Flood Recovery: Website Design and Maintenance

Community Foundation: Logo Design

WinCraft: Website Design and Maintenance - Product Catalogs - Brochure - Posters

Winona County Environmental: Print Ads

Winona Massage: Print Ads

Winona Volunteer Services: Print Ads

Woodshed Technologies: Website Design and Maintenance - Identity Template - Product Posters

Wunderlich Insurance: Website Design and Maintenance

YMCA: Print Ads

*Some projects were developed along with other team members.*

*\* (WinCraft - mediawerks - Itechra)*



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## REFERENCES

Heather Casper - Minnesota Marine Art Museum - Curator of Education

Elizabeth Indra - Minnesota Marine Art Museum - Administrative Assistant

Andy Maus - Plains Art Museum - Director and CEO

Brett Ayers - Winona State University - Director, Grants & Sponsored Projects

Krist Beseler - VFW Post 10406 - Commander

Cindy Erickson - Security Plus Winona - Owner

Tina Anibas - Riverland Communications - Sales/Marketing

Bud Baechler

mediawërks - Founder

While owner of mediawërks I had the very good fortune of hiring Corey Scholl to join our team as graphic designer/artist. For the full term of his several years of service Corey not only delivered the highest quality of creative work, always on time, but he did so in a most personable manner.

Although soft spoken and always polite, Corey never failed to speak up regarding the best interests of the customer and our company. Unlike many creative designers, Corey clearly understood the critical difference between fine art and commercial art, always guiding projects to serve a measurable, commercial purpose and to finish on-time and on-budget. Always arriving early and frequently the last to leave, Corey would often add Saturday and Sunday to his work week, despite several reminders that he needed to take time off. He was also pretty skimpy on taking vacation days.

Perfectly honest and honorable, always reliable and dependable, always doing top-notch work, Corey is a person who adds to positive team dynamics and a cheerful work environment. He sees the "can do" and has no fear of tackling big challenges. He never disappoints. If given the chance, I would hire him again in an instant and suggest that you consider doing the same.



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## REFERENCES

Stephen T. Bowen  
PlastiComp - President & CEO

I am writing a letter of recommendation regarding Corey Scholl. I have worked with Corey over the last 10 years, or so, while he was employed at mediawerks and now, while he is employed by Itechra. Both of the excellent companies have provided services to my company – PlastiComp in recent years, and also Ticona Celstan during the '90's. We have worked together on many projects, all having a common points of corporate image, graphic design, and advertising message.

Corey is currently the primary individual source for our [www.plasticomp.com](http://www.plasticomp.com) website. Please take a look at the result and see his work represented at this site. Corey is a good professional and also just a good guy.

Steve Blue  
Miller Felpax - President & CEO

I am please to write a letter of recommendation for Corey Scholl. Corey provided services to Miller Felpax Corporation from 2000 to 2009. He provided us with a wide range of creative services including: branding, marketing materials, web site design, trade show resources and video production. He was instrumental in, not only designing but updating and maintaining our website while employed at mediawerks and Itechra.

Corey assisted Miller Felpax Corporation in the development of eight television commercials aimed to bring more awareness to the community. These commercials were produced with the highest level of integrity and creativity. Corey is an intelligent and motivated individual. Everything he worked on with us was at the highest quality. Many times we had short deadlines we needed to meet and Corey never missed one of them. He has been great to work with and I would recommend this expertise to anyone!



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## ACCOMPLISHMENTS

Over Eighteen years in the creative industry  
Multiple creative campaigns utilizing a variety of production skills  
Professional TV advertisements  
Professional trade show videos that match the “look and feel” of the target market  
Long-term customer relationships

Identity and Branding  
Marketing Materials  
Website Design and programming  
SEO Development  
Trade Show Resources  
Multimedia and Flash Design  
3-D Modeling  
Video and Audio Production

## CONTACT

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For more information on past projects, please click the link below to access a condensed portfolio of other successful campaigns. If there is a project you would like more information, please let me know and I will provide more details.

[www.coreyscholl.com](http://www.coreyscholl.com)