

## Greg Schultz

Palm Harbor, FL

[gschultzdesign.com](http://gschultzdesign.com) ↗

[gschultzdesign@gmail.com](mailto:gschultzdesign@gmail.com)

661.645.7774

 [linkedin.com/in/gschultzdesign/](https://www.linkedin.com/in/gschultzdesign/) ↗

### Professional Summary

Creative Director and brand strategist with over two decades of experience across retail, digital marketing, and e-commerce. A hands-on leader skilled at scaling creative output, building and mentoring multidisciplinary teams, and driving sales through brand storytelling that moves both hearts and business outcomes.

### Core Strengths

- Creative Strategy & Direction
- Brand Development
- Leadership & Mentorship
- Integrated Marketing
- Campaign Design
- Social Media & Digital Campaigns
- Retail & Digital Storytelling
- Event Branding
- Cross-Functional Collaboration
- AI-Integrated Workflow Design

### Leadership & Philosophy

Vision sets the direction.  
Strong teams make it real.  
Process keeps it moving.  
My job is holding all three in balance: building creative operations where people grow, work stays sharp, and the brand keeps winning.

### Creative Director, SalonCentric

**2008 – 2026** Tampa, FL · A L'Oréal USA company

Led the Creative Services department responsible for brand storytelling, design, and content strategy across all channels supporting 600+ retail stores, e-commerce, education, CRM, social, and internal communications. Built the department through 18 years of growth, running national campaigns, rebrands, a year-long monthly publication, and live events, without missing a deadline or dropping the standard.

- Built and led multidisciplinary creative teams ranging from 3 to 10+ across design, copy, and project management to execute omni-channel campaigns aligned with business goals.
- Developed and implemented enterprise-wide brand guidelines used across retail, digital, print, and event experiences.
- Launched and led SalonCentric Magazine, a year-long hybrid catalog-content publication that generated six figures in monthly revenue across its twelve-issue run while raising the editorial bar.
- Directed national campaign launches and product storytelling across Store, Social, CRM, and Ecomm.
- Partnered with leadership and marketing to improve creative workflows, reducing turnaround times and increasing team capacity.
- Oversaw visual branding and event experiences for national beauty shows, including a \$300K model shoot that anchored the Education show identity.

### Art Director, EarthLink

**2001 – 2008** Pasadena, CA

Led a team of designers supporting five business divisions across B2C and B2B channels. Partnered with marketing and product teams to elevate EarthLink's brand presence through cohesive design and integrated campaigns.

- Directed all marketing creative including digital, print, direct mail, and packaging.
- Launched multiple product identities and co-branded campaigns that expanded consumer reach.
- Developed brand standards for EarthLink and SK-EarthLink, ensuring consistent messaging across all customer touchpoints.

### Designer, Corbis Images

**1998 – 2001** Los Angeles, CA

Created promotional and marketing materials for Corbis's image licensing division. Designed catalogs, packaging, and digital assets used to promote one of the world's largest photo archives.

- Owned projects from initial brief through final production across print and early digital formats.
- Developed cohesive visual systems used across international marketing.

### Westlight - Designer

**1997 – 1998** Los Angeles, CA

Designed image catalogs and multimedia educational materials for one of the first digital stock libraries.

- Created training materials and led a Photoshop seminar for 100+ photographers, helping bridge traditional photography to digital.

### Education

**B.A., Graphic Design**

California Polytechnic State University, San Luis Obispo