

GREG SCHULTZ

Creative Director & Brand Strategist

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PROFESSIONAL SUMMARY

Creative Director and brand strategist with 23+ years of experience across retail, beauty, digital marketing, and e-commerce. Built and ran the in-house creative agency at SalonCentric (L'Oréal USA) for 18 years, growing the department from the ground up, leading teams of up to 10 across design, copy, and project management, and driving brand storytelling across 600+ retail locations nationwide. A hands-on leader who scales creative output, develops talent, and ties the brand story to business results.

CORE COMPETENCIES

Creative Strategy & Direction, Brand Development, Creative Operations, In-House Agency Leadership, Team Building & Mentorship, Integrated Marketing, Omnichannel Campaign Direction, Brand Systems & Guidelines, Retail Creative, Consumer Brands, Beauty Industry, Content Strategy, Social Media & Digital Campaigns, E-commerce, Customer Relationship Management (CRM), Product Launch, Editorial Design, Event Branding, Video & Motion Production, Photography Direction, Presentation & Pitch Design, Cross-Functional Collaboration, AI-Integrated Workflow Design

PROFESSIONAL EXPERIENCE

Principal & Creative Director

2007 – Present

G Schultz Design LLC | Palm Harbor, FL

Independent creative practice delivering brand identity, campaign design, product design, and AI-integrated production for clients across apparel, EdTech, and financial services. Own engagements end to end: strategy, creative direction, design execution, and production.

- WorkGlass: designed and built a time-tracking and invoicing app for freelance creatives, owning product design, interface, and brand. Now live at myworkglass.com as a \$20 one-time purchase.
- PrintMark: built the pitch deck, narrative structure, and animated visual system a \$30M commercial printer used to make its case to L'Oréal's purchasing and finance teams during a vendor re-bid. Still the company's go-to deck.
- Mr. D Math: directed 50+ lessons of a self-paced math curriculum, producing 3D character animation, video, original music, and print coursework in-house.

Creative Director

February 2008 – February 2026

SalonCentric (A L'Oréal USA Company) | Tampa, FL

Ran the in-house creative agency responsible for brand storytelling, design, and content strategy across 600+ retail stores, e-commerce, education, CRM, social, and internal communications. Eighteen years of growth covering national campaigns, rebrands, a monthly publication, and live events.

- Built and led creative teams of 3 to 10+ across design, copy, and project management, running omnichannel campaigns tied to business goals.
- Established a critique-driven team culture with clear creative targets, regular 1:1s, and real growth paths. Several team members stayed 10+ years.
- Built brand guidelines used company-wide across retail, digital, print, and events.

- Produced all SalonCentric and co-branded marketing across the store network. Built assets for partner brands that couldn't produce their own, and managed and corrected their co-branded emails.
- Brought on PrintMark as primary printer nearly 17 years ago; it now serves other L'Oréal brands too.
- Launched and led SalonCentric Magazine, a first-of-its-kind hybrid catalog-content publication that generated six figures in monthly revenue across its 12-issue run.
- Partnered with leadership and marketing to streamline workflows, cutting turnaround time and adding capacity.

Art Director

March 2001 – February 2008

EarthLink | Pasadena, CA

Led a team of designers supporting five business divisions across B2C and B2B channels, partnering with marketing and product teams on integrated campaigns that kept the brand consistent and recognizable.

- 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, used across every customer touchpoint.

Designer

July 1998 – March 2001

Corbis Images | Los Angeles, CA

- Developed design and branding for brochures, catalogs, self-mailers, user manuals, CD packaging, and specialty items promoting one of the world's largest photo archives.
- Took projects from brief to final production in print and early digital, with visual systems for international marketing.

Designer

1997 – 1998

Westlight | Los Angeles, CA

- Designed image catalogs and multimedia educational materials for one of the first digital stock libraries, and led a Photoshop seminar for 100+ photographers during the industry's transition to digital.

SELECTED WORK

SalonCentric Magazine | Print, Editorial, Photography, Catalog

Conceived and led a hybrid trade magazine and product catalog. Art-directed 12 cover shoots and led the in-house team through editorial and product spreads. Result: six figures in monthly revenue across all 12 issues.

SalonCentric Holiday Sales System | Store, Social, Web, Email

Built a modular visual system for four back-to-back sales events (Winter Blowout, Black Friday, Mega Sale, Cyber Monday) without promo fatigue, then directed the team to carry it across every channel.

SalonCentric Education & Shows | Event, Store, Social, CRM, E-commerce

Branded SalonCentric's presence at the Premiere Shows and America's Beauty Show and marketed its education classes in store. Led multiple show rebrands and a \$300K model shoot.

EDUCATION

Bachelor of Arts, Graphic Design

1992 – 1997

California Polytechnic State University, San Luis Obispo

SKILLS & TOOLS

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, Figma, Canva, Final Cut Pro, CapCut, Microsoft Office, Google Workspace, AI-assisted creative and workflow tools