

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 skilled at scaling creative output, developing multidisciplinary talent, and connecting brand narrative to measurable 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 shipped a time-tracking and invoicing product for freelance creatives, owning product design, interface, and brand; live at workglass.app.
- PrintMark — created the corporate pitch deck, narrative structure, and animated visual system for a \$30M commercial printer targeting a national beauty retailer; landed the meeting and became the company's primary pitch tool.
- 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 multidisciplinary creative teams ranging from 3 to 10+ across design, copy, and project management to execute omnichannel campaigns aligned with business goals.
- Established a critique-driven team culture with clear creative targets, regular 1:1s, and real growth paths. Many team members stayed 10+ years.
- Developed and implemented enterprise-wide brand guidelines used across retail, digital, print, and event experiences.
- 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.

- Directed national campaign launches and product storytelling across store, social, CRM, and e-commerce channels.
- Partnered with leadership and marketing to improve creative workflows, reducing turnaround times and increasing team 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 to elevate 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

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.
- Carried projects from initial brief through final production across print and early digital formats, building cohesive visual systems used in 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 first-of-its-kind hybrid trade magazine and product catalog, one part editorial and one part revenue engine. Art-directed 12 cover shoots, led the in-house design team through editorial and product spreads, and managed the production partnership. Result: six figures in monthly revenue across all 12 issues.

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

Built a modular visual system powering four consecutive sales events (Winter Blowout, Black Friday, Mega Sale, and Cyber Monday) without promotional fatigue. Set the standard with in-store signage and large-format posters, then directed the team to adapt it across every channel. Result: one cohesive holiday identity across four distinct events.

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

Led creative direction for a full calendar of national beauty education shows, including multiple full rebrands over the program tenure, and directed a \$300K model shoot that anchored a show identity across every customer touchpoint.

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