

Amy Schaefer

Producer
San Francisco, CA
United States

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Professional Experience and Curriculum Vitae

Currently, I'm a marketing manager at Apple for the HR Communications team. My job is to develop strategies to communicate the Wellness programs to our employees. I straddle various functions including marketing, creative, project management, web UX, tech, and video. The process is collaborative and I do a lot of heavy lifting to get us off on the right foot. I research, interview, and immerse myself in the situation to help design a complete experience.

Previous Clientele

Apple, BananaRepublic.com, MTV, Atlantic Records

Awards and Accolades

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Summary

I'm always early. I have notebooks filled with lists, doodles, and ideas. I still use pencils. I load the dishwasher in a precise manner to efficiently unload it. And I really hate how the conditioner always runs out before the shampoo.

Specialties

Imagination, humor, whistling

Interests

Music, design, photography, film, fashion

Experience

Marketing Manager

Apple Inc.

March 2008 – Present (3 years 4 months)

I develop global marketing campaigns and communication strategies for the Apple Wellness team. I direct and influence creative development, collaboratively design solutions, and improve the user experience.

- Develop annual marketing strategy for HR and Wellness
- Develop and drive user engagement programs with global scope
- Liaise with PR, Legal, Retail, international partners, external vendors, HR business groups, creative, web, video, and tech teams
- Forecast and manage budget
- Manage work flows, approvals, schedules, and budgets
- Ensure a consistent brand image through all online marketing materials and messaging

Associate Producer

Gap Inc.

October 2006 – March 2008 (1 year 6 months)

Retail is fast paced and reactive. You have to turn on 60,000 items for the marketing is doing it's job and driving business. I was the gal who made everyone hold hands and play nice. As a member of the online production team for BananaRepublic.com, I

worked with marketing, creative, merchandising, planning, tech, third party vendors, and

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