

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. You have to make 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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