



P.T. Schroeder

Senior Marketing Leader | Digital, Brand, & Creative Strategy

Contact:



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Skillsets:

Leadership
Digital Strategy
Brand Strategy
Creative Strategy
Team Management
Team Building
Execution
Empathy
Data Analysis
Storytelling

Profile:

Senior marketing leader, I fuse digital strategy, brand expertise, and creative vision, amplified by AI to bring ambitious ideas to life and drive measurable results. With global B2B and B2C experience, I build brand experiences that resonate, scale, and perform. As Senior Director of Creative Services at Coupa Software, I lead with empathy and clarity to deliver purposeful creativity that transforms teams and outcomes.

Experience:

- SENIOR DIRECTOR, CREATIVE SERVICES** 2021 - Current
Coupa Software, San Mateo, California 4+ yrs
AI-driven Spend Management Platform - B2B
- DIRECTOR, CREATIVE SERVICES** 2018 - 2021
Coupa Software, San Mateo, California 3 yrs
AI-driven Spend Management Platform - B2B

As a key member of the Coupa Marketing Team, I lead the Creative Team in shaping and driving the Coupa brand and digital strategy. Our mission is to create memorable moments that unlock purpose for our customers and tell their stories in unique, impactful ways. Our efforts have significantly contributed to Coupa's growth, culminating in its recent \$8 billion acquisition.

My impact by the numbers:

- Led a global team of 7 designers, videographers, and over 6 agencies,

Keynotes

Video & Multimedia

Presentation Design

Event Design

Experience Design

Social Media

Tools:

Master Adobe Suite

Photoshop

Illustrator

InDesign

After Effects

Premiere

Dreamweaver

Animate

Figma

PowerPoint

Asana

Canva

Marketo

Maxon

Word Press

Education:

The Art Institute of
California - San Francisco

increasing creative output 5X.

- Spearheaded multiple campaigns and a comprehensive rebranding initiative to modernize and unify the brand, ensuring consistency and scalability. Result: one cohesive brand, one unified voice.

- Contributed to increasing company valuation from \$2.5 billion to an \$8 billion acquisition over five years.

DESIGN SERVICES MANAGER

2014 - 2018

Alfresco/Hyland Software, San Mateo, California

3+ yrs

Content & Process Management - B2B

As a member of the Alfresco Marketing Team, I was dedicated to pushing boundaries to make our content and process management software empowering. I led a small team through a successful rebrand, creating engaging experiences and shaping the evolution of Alfresco brand and digital approach as we continued to grow.

My impact by the numbers:

- Led a small team and collaborated with global team members to execute a brand refresh, resulting in a new visual identity and a compelling brand narrative.

- Oversaw the website redesign and created persona-driven digital experiences, tripling audience engagement.

- Contributed to a significant increase in company valuation, culminating in acquisition within four years.

SENIOR VISUAL DESIGNER

2014

Kabam, San Francisco, California

1 yr

Social & Mobile Gaming - B2C

VISUAL DESIGNER

2010 - 2014

Kabam, San Francisco, California

3+ yrs

Social & Mobile Gaming - B2C

As a member of the Kabam Marketing Team, I brought legends and heroes to life through visually impactful designs, consistently boosting game engagement. We utilized detailed game metrics to craft compelling stories and build brand awareness.

Professional Courses:

Leading for Creativity
IDEOU

Foundations in Creative
IDEOU

Storytelling for Influence
IDEOU

Power of Purpose
IDEOU

Patents:

PROVIDING EMAILS CODED TO
SPECIFY EMAIL FEATURES FOR
DIFFERENT DEVICE TYPES
US 034737-0409719
Filed Sep 27, 2012

Volunteering:

Builder / Aid
Mission to Mexico
Habitat for Humanity
1998 - 2000

My impact by the numbers:

- Led marketing efforts for over 10 game titles, including The Hobbit: Kingdoms of Middle Earth, Fast & Furious Legacy, and Marvel Contest of Champions, in partnership with Warner Brothers.
- Successfully navigated multiple company pivots to adapt to the evolving mobile technology landscape, creating the best possible games for our audience.
- Contributed to a significant increase in company valuation, culminating in a \$1 billion acquisition within four years.

● **ART DIRECTOR / VISUAL DESIGNER** 2000 - 2010
Imigent Media, San Francisco Bay Area, California 10 yrs
Web Design and Multi-Media Business - B2C & B2B

My work at Imigent Media included:

- Lead design, creative direction and development.
- Communication & collaboration with clients.
- Help clients explore creativity and out of box thinking for new mediums.
- Design production in graphic design, web design and animation.
- Research and learned new ways to design and build a business.

● **PHOTOGRAPHY / VISUAL DESIGNER** 2003 - 2005
Look Deeper Design, San Francisco Bay Area, California 2 yrs
Photography Portfolio Website / iPhone App - B2C

My work at Look Deeper Photography included:

- Principle photographer and photo editing.
- Graphic design, photo editing and manipulation.
- Shooting production and execution.
- Website store integration, and mobile app user experience design.
- Print production & lighting direction.
- Photography installations at Philz coffee and Jasko Schroeder Salon.