



Zach Shomler

Let's Talk

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CREATIVE DIRECTION • DESIGN • MARKETING

SKILLS

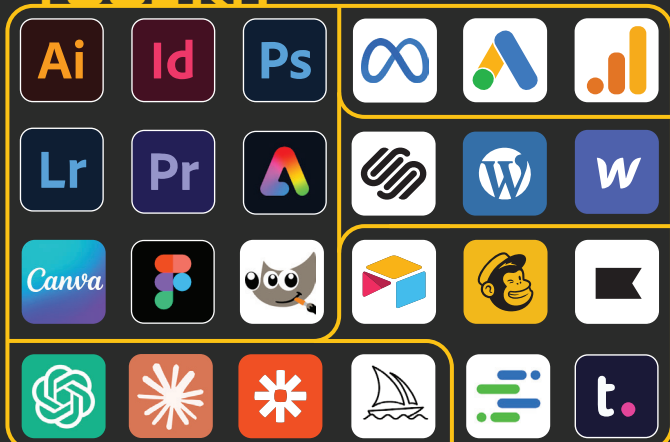
CREATIVE DIRECTION BRAND STRATEGY VISUAL IDENTITY
ART DIRECTION PACKAGING DESIGN PRINT PRODUCTION
MARKETING CAMPAIGNS CONTENT STRATEGY COPYWRITING
SOCIAL MEDIA MANAGEMENT WEB DESIGN VIDEO PRODUCTION
PROJECT MANAGEMENT CREATIVE LEADERSHIP

TOOLKIT

ADS & ANALYTICS

WEB DEVELOPMENT

DESIGN



AI & AUTOMATION

MARKETING & CRM'S

AWARDS



EDUCATION

School of Visual Concepts
2016-2018
University of Washington
2007-2009
Bellevue College
2005-2007, 2011
INBOUND Conference
(2016-2018)
REACH Leadership Summit
(2017, 2018)
HOW Design Live
(2016-2019)
Adobe MAX
(2016-2025)

FOR REFERENCE

Karen Silveira
VP of Marketing, Scott & Jon's
585-704-8637
Mark Ozimek
VP of Marketing, Scott & Jon's
513-919-3063
Ethan Bynoe
CXO, UviaUs
602-367-6286

EXPERIENCE

GRAHAM FOR MAINE (2025-2026)

VOLUNTEER LEADER » COMMUNICATIONS MANAGER

- Designed collateral including social graphics, digital ads, direct mail, flyers, posters, buttons, and yard signs for a major U.S. Senate campaign.
- Developed and managed the campaign's social media publishing calendar, content production pipeline, and creative workflow to coordinate daily communications.
- Developed copy for the campaign's social media content, collaborating with leadership to communicate campaign priorities and respond to breaking news.
- Served as Washington County Volunteer Leader, recruiting volunteers, coordinating events, and supporting grassroots organizing.

SCOTT & JON'S (2023-2026) CREATIVE DIRECTOR

- Led a comprehensive rebrand spanning the packaging, digital, retail, photography & consumer-facing communications of a national brand.
- Supported double-digit growth for three consecutive years by spearheading new marketing initiatives as a key part of a small marketing team responsible for the \$40 MM brand.
- Directed product photography, video production, packaging design, and digital marketing campaigns.
- Managed outside agencies, photographers, and print vendors from concept through final production.
- Oversaw packaging production, traveling to press checks to ensure quality, color accuracy, and production readiness.
- Partnered with marketing and sales teams to launch new products and strengthen brand consistency across retail channels.

TIMBERROOT RUSTIC RETREATS (2022-2023)

MARKETING DIRECTOR

- Led a complete rebrand that unified four hospitality businesses into a single identity to support growth and outside investment.
- Developed the company's visual identity and communications across web, email, social media, photography, and guest experience.
- Created marketing systems and digital content that improved consistency across 50+ vacation properties.
- Helped develop investor-facing materials and communications supporting more than \$8M in outside investment.

UVIAUS (2014-2022)

EXPERIENTIAL DESIGNER » CREATIVE DIRECTOR

- Grew a two-person creative studio into a \$15M+ agency, leading creative for national brands including Frito-Lay, Gillette, Southwest Airlines, Verizon, Fujitsu, and the WNBA.
- Led multidisciplinary projects spanning branding, experiential marketing, video, digital, print, packaging, and web from concept through production.
- Directed photo and video shoots, wrote scripts, interviewed talent, and collaborated with editors to craft compelling stories.
- Partnered directly with clients, printers, fabricators, developers, and production vendors to bring complex creative projects to life.

CREATIVE CIRCLE (2011-2014) PRODUCTION DESIGNER

- Worked with agencies including HackerAgency, 206 Agency, and Ketchum PR on creative projects for clients such as Costco and Filson.
- Produced print and digital design across a wide range of industries.
- Built a strong foundation as a multidisciplinary designer by adapting quickly to new clients, teams, and creative challenges.