

David Schnake

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SUMMARY

A Senior Marketing Production / Sourcing & Procurement Manager with retail, agency and manufacturing experience overseeing projects in direct mail, retail point of sale, collateral, large-format, in-store, catalog, and special projects. More than 15 years production management and estimating experience within some of the industry's leading printing companies. Highly collaborative, organized, and detail oriented, connects well with clients and team members, and establishes solid relationships with vendors. Thrives in a team environment and also excels working independently. Has an excellent, trained eye for color quality and is adept at achieving results on press.

SELECTED ACCOMPLISHMENTS

CONCEPTION / PLANNING / STRATEGY

Collaborated with Brand, Marketing, Creative, Production, and Account teams to identify project objectives, develop strategies, and streamline procedures as they applied to print.

Evaluated print-related needs of agency projects and advised team members of potential advantages and disadvantages of each proposed option.

Suggested best-practice solutions to various project ideas as well identified alternatives.

Served as liaison between agency and vendors to keep teams apprised of project status.

SOURCING / PROCUREMENT / VENDOR RELATIONS

Sourced, researched, and evaluated vendors from many diverse industries.

Negotiated multi-year, multi-million dollar vendor contracts, resulting in substantial cost reduction.

Developed comprehensive, multi-vendor bid-request process, including operational reviews and plant tours to ensure lowest cost contracts while maintaining highest quality products and service.

Experienced in consulting and sourcing for unusual projects outside the scope of traditional print (i.e. store displays and signage, tradeshow booths, and architectural fixtures, etc.)

Maintained strong, loyal, mutually beneficial relationships with vendors.

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PROJECT MANAGEMENT / ESTIMATING

Produced print projects via multiple processes including offset web, sheet-fed, digital, ink-jet, screen, and direct mail, for clients including Old Navy, Gymboree, AT&T, Gap, Banana Republic, Adobe, Carl Zeiss Vision, and Stanford Graduate School of Business.

Estimated print, paper, finishing, shipping, and mail costs.

Wrote proposals, change orders, and purchase orders.

Evaluated job cost reports and reconciled budgets for billing.

Knowledgeable in all aspects of manufacturing processes including pre-press, imaging, press,

bindery, warehousing, fulfillment, mail-data, direct-mail, and shipping.

Created, updated, and maintained production schedules through all phases of production to ensure on-time completion and delivery.

QUALITY CONTROL / COLOR MANAGEMENT

Highly talented and trained at color evaluation.

Directed and marked-up proofs to correct and enhance image quality.

Adept at translating client's vision in to results on press.

Consulted with vendors' imaging departments to create and apply color corrective curves as needed to ensure color-critical image fidelity.

Experienced with in-plant sample collection and documentation programs to ensure run consistency.

PROFESSIONAL EXPERIENCE

OLD NAVY (Gap, Inc), San Francisco, California

2016 – Current

Manager, Marketing Print Production

LOGICSOURCE (for GYMBOREE, on-site), San Francisco, California

2012 – 2016

Procurement Manager

SOLUTIONSET (formerly HAGGIN MARKETING), Mill Valley, California

2009 – 2011

Senior Print Producer

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ASTONE (formerly VISUAL RESOURCE), San Francisco, California

2005 – 2009

Print Production Manager

GUMP'S CATALOG, San Francisco, California

2004 – 2005

Catalog Production Manager

E&D GRAPHICS, San Francisco, California

2002 – 2004

Project Manager / Print Buyer

CITY GRAPHICS, San Francisco, California

1999 – 2002

Project Manager / Print Buyer

CENVEO (formerly GRAPHIC ARTS CENTER /ANDERSON LITHOGRAPH)

1991 – 1999

Production Manager, (Anderson Lithograph) *South San Francisco, California*

(1996 – 1999)

Sales Representative, (GAC) *Pasadena, California*

(1995 – 1996)

Production Manager, (GAC) *Portland, Oregon*

(1991 – 1995)

ANDERSON PRINTING, Los Angeles, California

1998 – 1991

Project Manager

EDUCATION

CALIFORNIA POLYTECHNIC STATE UNIVERSITY, San Luis Obispo, California

BS, Graphic Communication