

Carrie Scherpelz  
Madison Environmental Group, Inc.

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Madison, WI 53703

## Education

B.A. University of Illinois-Champaign-Urbana. Graphic Design. May 1975.

## Professional Experience

- 2004- **Madison Environmental Group, Inc.**, Madison, Wisconsin  
*Director of Communication.* Provides communication and transportation consulting services for client projects. Develops marketing strategies which encourage businesses to adopt environmentally sustainable practices which foster change in individuals' behavior. Oversees internal marketing and communication.
- 1999-2004 **American Girl - Marketing Communications Division**, Madison, Wisconsin  
*Art Director.* Developed direct mail design for American Girl magazine. Launched a new brand: Girls of Many Lands in catalog channel. Developed a successful strategy to rejuvenate the American Girl core brand in catalog channel. Designed and managed projects for American Girl core brand in all channels, including retail, catalog, and book marketing. Managed and directed photo shoots. Developed and oversaw implementation of a new customer acquisition strategy which increased prospect catalog response rate significantly.
- 1991-1999 **Third Floor Drama**, Madison, Wisconsin  
*Free lance Script Writer.* Wrote 5-7 minute long scenes from life. Developed marketing materials and sold drama sketches to a national audience.
- 1981-1990 **Third Floor Design**, Madison, Wisconsin  
*Free lance Designer.* Designed print materials for clients including the following: Earthcare Paper, Fanny Garver Gallery, Madison Children's Museum, Rowe Pottery, The Soap Opera, and Wisconsin Society of Architects.
- 1980-1981 **Reed Sendecke Associates**, Madison, Wisconsin  
*Designer.* Provided logo design and art direction of print materials for clients including the following: City of Madison, Sentry Insurance, TDS and US Cellular, Urban Land Interests, Mercy Hospital, Jackson Clinic, and St. Mary's Hospital.
- 1978-1980 **Madison Newspapers, Inc.**, Madison, Wisconsin  
*Design Director.* Created page layout for Wisconsin Regional, a monthly magazine. Hired and directed freelance photographers and illustrators.
- 1975-1978 **The Design Partnership**, Evanston, Illinois  
*Designer.* Collaborated with Bruce Beck, a Chicago 27 designer, to produce print materials for clients such as Rand McNally and S.C. Johnson.

## Activities and Achievements

- 2006 - Capitol Neighborhoods, Inc. Membership and Media Committee, Madison, Wisconsin  
2005 -2006 Capitol Neighborhoods, Inc. Executive Council, Madison, Wisconsin  
2004 - 2005 Association for Women in Communications Volunteer, Madison, Wisconsin  
2002 - 2005 Mosaic Artist, Madison, Wisconsin