



DARCEL SCHOULER

Ad ideologist. Connoisseur of strategy. College sports junkie. Promotions and events maven. Began as a marketing guru at age 10, after concocting a promotional plan involving toys belonging to neighborhood kids. Mom made her return all the toys, but a career was found!

Motto: Move fast...be bold...and articulate a bigger idea than the competition!

First intern hired at Q105 Radio. Moved on to become the first Promotion Director of Power 93 the Power Pig, where Darcel garnered a nomination for Billboard Promotion Director of the Year. The station went from worst to first in ONE RATINGS BOOK using creative marketing on a shoestring budget. She dabbled in local television before jumping into the crazy world of ad agencies by responding to a blind P.O. Box that her husband assumed wasn't credible.

Rising through the ranks, Darcel refined multi-tasking to deliver results. She simultaneously managed 9 Buick dealer groups in the state of Florida for 7 years as part of McCann Erickson, plus another 8 years with Jay Advertising and Martin Retail Group, providing General Motors and other clients with various campaigns that garnered ROI, all under the IPG banner. A problem solving opportunity via a PGA Tour event led Darcel to create the Buick "Tiger Tips" newspaper campaign, which ran in 35 U.S. markets and China. McCann Erickson awarded her ground breaking work with the first ever "Innovator of the Year" honors.

Yes, Darcel understands traditional media as well as new media forms. While at Jay Advertising, she initiated retail digital programs which were duplicated agency wide; the first program resulted in 24,000 interactions in 13 days by leveraging a little used asset. The Children's Dream Fund needed a larger digital presence and Darcel tackled it by locating a Google Nonprofit Grant valued at \$10,000 a year. Her latest employer, Combat Wounded Veteran Challenge required an extreme website makeover and rebranding of the nonprofit, and Darcel made it happen. Client happiness is a byproduct of success in her mind.

She understands pressure. Known as Coach "Mom" to 24 teenagers on her son's lacrosse team...and survived to talk about it. Her idea of blowing off steam means hanging out at a local beach, attending a sporting event, watching a movie, hosting an annual Super Bowl party for 20+ friends and family or browsing a bookstore.

Check out Darcel's Twitter posts @Ad_Ideologist or her LinkedIn profile, <http://www.linkedin.com/in/darcelschouler>, for the many recommendations offered by colleagues, business associates, clients, employers and friends. Yes, they like her...they really like her!

Darcel embodies an "old school" soul mashed up with new media style - and the client wins every time!