

Lisa M. Schwieterman

5062 Turner Close, New Albany, Ohio 43054 • 614.657.9417 • lschwiet@ashland.edu

LICENSURE

4 Year Resident Educator, Integrated Business (4-12), pending

EDUCATION

Ashland University, Columbus, Ohio – Graduate Initial Teacher License Program, Spring 2012

The Ohio State University, Columbus, Ohio – Bachelor of Science in Business Administration, 2000

Disciplines: Marketing and Transportation/Logistics, Minor Study in Textiles and Clothing

- Achievements and Associations: Alpha Lambda Delta and Phi Eta Sigma Academic Honors, Vice President of Fashion Guild, Student Taskforce for Body Image

TEACHING EXPERIENCE

Gahanna Lincoln High School, Gahanna, OH, Field Experience and Student Teaching – Fall 2011/Spring 2012

- Build and implement lessons that incorporate state and national academic content standards for Personal Law course to be offered for first time.
- Instruct Information Technology, a required course, for grades 9-12.
- Create and instruct lesson plans for Personal Finance course, grades 11-12.
- Differentiate instruction and assessments to serve students across a broad range of abilities.
- Participate in parent teacher conferences.
- Provide individualized instruction to students on IEP and 504 plans.
- Develop a strong rapport with each student to build their sense of confidence, feelings of safety, and to incorporate their interests into the classroom requirements.
- Assist in organization of activities for the "Soroptomist Club", providing support and education to girls at high school level and peer mentor relationships with middle school students.

Whitehall Yearling High School, Columbus, OH, Field Experience - Fall 2011

- Instructed and worked individually with students from diverse backgrounds including those with language barriers during thirteen day experience.
- Participated in staff group to devise strategy to better transition middle school students to high school.
- Created and instructed lesson plans for Accounting Principles course for grades 11-12.

BUSINESS EXPERIENCE

Abercrombie and Fitch, New Albany, Ohio – Inventory Analyst, July 2005-Present

- Train and maintain multiple new hires on an individual basis as well as lead group training and development.
- Work closely with new hire training classes to develop teams of highly productive allocators with a positive brand attitude.
- Oversee management of intimates allocation team with three direct reports, as well as maintain positive and effective working relationships with cross-functional teams.
- Manage inventory for over 200 kids stores, 350 adult stores, 450 Hollister Co. stores, and 20 Gilly Hicks stores. Inventory spans across multiple product categories and is among the highest volume and profitable inventory in those brands.
- Lead international expansion to Italy, United Kingdom, and Canada for various brands through allocation strategies, implementation, and new store analysis.

Organized Living, New Albany, Ohio – Senior Marketing Coordinator, 2004 to 2005

- Developed and implemented campaigns for print and multi-media. Sourced and maintained relationships with vendors to achieve optimum costing for print marketing as well as multi-media including ecommerce and radio.
- Managed team of coordinators to effectively design and develop marketing campaigns and related print materials.
- Created and adhered to \$15M marketing budget annually. Achieved cost savings that allowed for more breadth to marketing campaigns.
- Evaluated and hired creative talent for photo shoots, graphic design, and radio voice-overs.

The Longaberger Company, Newark, Ohio – Graphics Planner, 2002 to 2004

- Provided project management of graphics team and purchasing print materials to accommodate multiple department print marketing requests.
- Led evaluation and execution of new brand identity through project management of product packaging and all printed marketing materials.
- Sourced and managed freelance writers and artists for print marketing while adhering to brand standards and financial budget.
- Project managed the catalog for distribution to over 500,000 recipients and direct selling agents.