

RYAN SCHAFFROTH

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EXPERIENCE

Caterpillar Inc.

May 2024 - August 2024

Corporate Marketing and Merchandising Intern

Peoria, IL

- Organized cat.com merchandise landing page and collaborated on enhancements with the marketing technology and data team for website optimization.
- Utilized Excel and formulas to analyze over 25k customer product feedback responses, generated reports on key findings, and recommended marketing strategies based on consumer feedback analysis.
- Led a collaborative effort to gather extensive SKU data and product images between 83 licensees. Developed a detailed presentation crucial for the expansive product rationalization process initiated by company executives.
- Created a report comparing greenwashing brands to genuinely sustainable ones, proposing strategies for brand alignment with sustainability initiatives.

Vanilla Print, Inc and Modern Posh

May 2021 - Present

Freelance Design and Social Media Management

Cary, NC

- Utilized Adobe Illustrator, Photoshop, and Procreate to produce designs and patterns
- Unique design product development and final file preparation for exclusive product lines for national brands including Shutterfly, Walgreens, Walmart, and PlanetArt
- Products design includes stationery gift textile photo and cell phone case designs worth over \$100k+
- Development of original illustrations used in stationery and product designs
- Managed social media marketing platforms which increased sales by 20%
- My work has been featured in industry publications including *Gift Shop Magazine* and *Stationery Trends Magazine*
- New business development presentations for top level retail buyers and executives

Kids Who Give (KWG) Non-profit

September 2024 - Present

Vice President of Mentorship

Raleigh, NC

- Guide board members in developing essential real-world and college-readiness skills, including proper email etiquette, resume writing, and conducting business meetings.
- Honed leadership and coaching abilities through mentoring and skill development initiatives
- Gained hands-on experience in marketing and developing social media strategy, focusing on Facebook to reach parents interest in community engagement opportunities for children
- Leading a merchandise development project, creating products appealing to the teen demographic
- Collaborate with other board members to expand the non-profit's reach and impact in the community

EDUCATION

Wilson College of Textiles at North Carolina State University

Expected December 2025

Junior STEM major pursuing a Bachelor of Science in Fashion & Textile Management with a concentration in Product Development

Wilson has provided me with an understanding of the development, distribution and marketing of apparel and textile products in today's global industries. I have learned the fundamentals of technical and business components of the creative industries. My degree is industry-focused, with an emphasis on technology application.

- Dean's list student
- Campus involvement:** Phi Psi Member, Delta Zeta Member, Greater Good Textile Group Member
- Leadership Positions:** Apparel and Merchandise Chairman, Delta Zeta Sorority of NC State
- Relevant Coursework:** Marketing Fundamentals in Textiles & Apparel | Brand Management in Textiles & Apparel | Fashion & the Consumer | Computer-Aided Textile Design | Computer Aided Design for Apparel | Entrepreneurship & New Product Development in Textiles | Principles of Microeconomics & Macroeconomics | Introduction to Business Processes | Communication for Business & Management | Academic Writing and Research | Intro to Statistics | Fashion Product Analysis | Impact of the Industry on the Environment & Society | Global Environmental History
- Skills :** Adobe Illustrator & Photoshop | Microsoft Suite | CLO 3D fashion design software | Lectra Gerber AccuMark 2D pattern design software | Lectra Kaledo (print, knit, and weave) | proficient in operating industrial Overlock and Lockstitch machines

Cary Academy

Graduated May 2017

- Leadership Positions:** Varsity Softball Team Capitan
- Accomplishment:** Three time NCIAA Swimming State Champion, Varsity Swim State Finalist for Freestyle (2018-2021), A/B Honor Roll Student, American Red Cross Blood Donor, founder of philanthropic club.

Skills & Interests

Bottom-line Oriented | Adaptive Learner | Customer Centric | Organized | Interpersonal Communication | Multitasking | Conflict Resolution | Creative | Sewing | Social Media Marketing | Writing | Sketching | Painting | Working-out | Sustainability | Photo and Video Editing | Volunteering | Traveling | Data Analysis | Brand Strategy | Consumer Behavior | Digital Marketing | Fashion Trend Analysis | Project Management | Cross-functional Collaboration | Purpose-driven Marketing