

# Chad Allen Schaefer

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## EDUCATION

**Bachelor of Science, Business Management**  
**Minor Degree, Business Marketing**  
University of Nevada: Honors Graduate December 2008  
Western Undergraduate Exchange Scholar

**Study of Italian Language and Culture**  
University of Torino, Scuola di Amministrazione Aziendale  
Torino, Italy 2007

## EXPERIENCE

**Product Marketing Specialist** San Francisco, California Palo Alto, California

eLit Inc, August 2011- current

- Redesigned company website eLitinc.com using the latest web design technologies and standards including Expression Engine, CSS 3, HTML5, and J Query
- Created gorgeous business development and marketing collateral depicting eLit's core services, tools, and differentiators (Available Upon Request)
- Crafted and help brand eLit's Data Analysis Reduction Technique (DART) strategic service offering
- Completed Beautification Initiative of San Francisco office completely remodeling and modernizing workspace (Photos Available Upon Request)
- Managed team of web developers, graphic designers, and copy editors to rebrand company website
- Engineered internal SharePoint tool ("Elly") including post-launch support & company-wide training
- Redesigned company logo
- Negotiated data services plan with major mobile carrier saving company upwards of \$30,000 over 2 years and provided employees with new iPhones
- Member of Executive Leadership Team assigned to plan and execute company-wide initiatives including infrastructural investments, talent acquisitions, training programs, prospecting strategies, sales retreats, internal review and security protocols, and more
- Interviewed candidates for Sales and Client Services positions in the Bay Area
- Performed New Hire training

**eDiscovery Business Development Manager** San Francisco, California

eLit Inc, August 2009 - August 2011

- Provided consultative electronic discovery services for corporations, startups, and large law firms including Intel Corp, Townsend and Townsend & Crew, Kirkland & Ellis, and K&L Gates LLP
- 200% Year over Year Growth from 2010 to 2011
- 140% above quota in first 4 months of sales
- 100% Client Satisfaction Rate
- Sold over \$500,000 of software & services in first 12 months
- Expanded territory in San Francisco through cold calling, initial appointment making, and successful follow-ups
- 1st BDM to sell & manage e-Discovery project in less than three months after being promoted from Customer Care Representative
- Completed rigorous 45 day eDiscovery training at Silicon Valley SAS 70 Data Center while project managing gigabytes of data for Intel Corp
- Grew sales and relationships at every account assigned
- Developed innovative pricing model to ensure cost certainty in order to differentiate eLit's offerings
- Accepted additional Strategic Analyst position becoming heavily involved with rebranding initiative, 2011 Marketing Surge, SharePoint Committee, and Salesforce.com Administrative Team
- Hands-on knowledge of cloud based discovery & review tools including Nuix 3, Relativity 6, Clearwell, Equivio, & iPro eCapture

**President of Students in Free Enterprise** Las Vegas, Nevada

UNLV SIFE Team President 2007 - Fall 2008

- Organized & coordinated over 25 community service projects throughout Las Vegas valley & Henderson
- Worked alongside 35 member Business Advisory Board consisting of CEOs, CFOs, VPs, and Entrepreneurs
- Designed SIFE website (WordPress), marketing collateral (Adobe InDesign), Keynote, and Annual Report (Apple iWork)
- Increased project funding from Business Advisory Board by 300%
- Received 1st Runner-Up at 2007 Regional SIFE Competition in Los Angeles, CA

**Macworld Volunteer** San Francisco, California

IDG World Expo, January 2009

- Directed and provided setup assistance for Apple Inc Keynote along with over 430+ exhibitor attendees
- Facilitated the use of social networking tools including Twitter and Facebook to further engage Mac community
- Assessed iMacworld iPhone application to insure high-level quality, accuracy & usability

**Commercial Building Valuator Intern** Grand Forks, North Dakota

Vaaler Insurance, Summer 2005, 2006

- Improved Client Satisfaction 20% by performing complementary property valuation audits
- Independently maintained schedule of appointments with over 200 high-level clients
- Used sophisticated Marshall & Swift appraisal software to improve accuracy of valuations
- Self-managed having performed 175+ property valuation audits throughout the midwest

**Lead Laboratory Technician** Las Vegas, Nevada

William S. Boyd School of Law, August 2006 - December 2008

- Provided IT Support to over 400 Law Professors, Students, Staff and Faculty members
- Used VMWare, Norton Ghost, and DeepFreeze to administrate virtual Data & back-up servers
- Assisted Dean of College with keynote presentations prep including template design and copy writing
- Final Examination Proctor and Softest Administrator

**Accreditations Department Volunteer**

Grand Forks, North Dakota

World Junior Hockey Tournament 2004-05

- Accredited 800+ players, coaches, staff, and media members including Alex Ovechkin & Sidney Crosby
- Managed alongside 12 other volunteers in Accreditations Department
- Volunteered over 200 hours, helping contribute to the most successful World Junior Hockey Tournament to date

**ORGANIZATIONS & HONORS**

- Dean's Honor List, University Of Nevada
- National Scholars Honor Society Member
- International Programs Study Abroad Scholarship Recipient, Torino Summer 2007
- CSUN Leadership Scholarship Recipient, Fall 2007 & Spring 2008
- Las Vegas Rotaract (Rotary) Member
- Proficient communication skills; advanced knowledge of Italian language
- Top 100 Finish in 2011 Tour de Tahoe cycling event
- Completed 2011 Men's Health Urbanathlon

**VOLUNTEER WORK**

- PC Donations Computer Education & Recycling Program volunteer
- English Teacher; Italian business students in Tandem Learning Program in Italy
- Partnered with UNLV Rebel Recycling to double recycling rate in College of Business