

PROF. CURTIS CONRAD SCHABATH

SENIOR CULTURE AND MARKETING HUMAN
THEY/THEM/ÉL/HIM

WHO I AM

ADJUNCT MARKETING PROFESSOR

MACOMB COMMUNITY COLLEGE 8.19–NOW

Paving pathways to empower our future leaders to harness the power of making a positive difference through relevant and relatable discussions and curriculum. From utilizing group work and lectures to simulations and relevant exams, we're preparing undergrad business majors – via Principles of Marketing and Consumer Behavior to be adaptable, diverse, and respect the impact of marketing and psychology.

CONTENT, STRATEGY, & CULTURE CONTRIBUTOR

BROKE-ASS STUART/BAS HOLDINGS LLC 6.16–NOW

Researching, authoring, photographing, pitching, strategizing, and developing coverage over a diverse array of pertinently newsworthy subjects and topics. 50+ published pieces dozens of products created for a national audience of 100K+ unique monthly visitors and 100k+ social followers.

WHO I'VE BEEN

MARKETING & CULTURE DIRECTOR

GREEN KOI 6.22–4.23

Took Michigan's first LGBTQ-owned cannabis company and turned it into the foremost example of charity and community through collaboration, educational events, and reciprocal partnerships with 20+ NPOs. Led the expansion of local and national involvement efforts and implemented ongoing employee empowerment programs.

MARKETING DIRECTOR

QUALITY ROOTS 6.21–12.21

Provided the ability for a budding family cannabis company to expand while altering the landscape during the early stages of industry growth and change. Doubling the physical footprint, tripling customer engagement, growing partnerships, building in-house brands, and sparking consistent community involvement and charitable work.

CLIENT CAMPAIGN/CONTENT MARKETING MANAGER

QUIKLY 8.18–6.21

Enabled a custom SaaS startup, and its many acquired diverse enterprise and midmarket clients, to be able to purposefully engage with millions of consumers regionally and nationwide. Splitting duties across multiple teams to onboard brands, thinktank and create campaigns, provide reporting, harness relationships, and turn focus toward our evolving technology.

OWNER & STRATEGY SCIENTIST

CREATIVE CONTENT CURATORS LLC 12.13–4.20

Ran a freelancer-owned incubator for digital creators to grow their skills and gain access to full-time opportunities by offering one-of-a-kind services to small businesses. Gave the opportunity for SMBs and 501c3/4s to receive affordable and quality support all while helping multiple designers and developers land more outside gigs and full-time opportunities.

"I'D RATHER MAKE A DIFFERENCE THAN
MAKE A DOLLAR..." – ME (WHO ALSO HAS
BILLS TO PAY AND MOUTHS TO FEED)

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→ [LINKEDIN](#)
[WEBSITE](#) ←

WHAT I'VE DONE

CONSULTING
CHARITY & NONPROFIT
EDUCATION
PHILANTHROPY
AGENCY
TECH
EVENTS & ACTIVATIONS
CANNABIS
ECOMMERCE
RESEARCH
JOURNALISM
PHOTOGRAPHY/VIDEO

WHAT I'VE CONQUERED

CONTENT MGMT SYSTEMS
CA&O CRM PROGRAMS
DIGITAL TEAMS PLATFORMS
PROJECT MGMT SOFTWARE
OTB & CUSTOM ANALYTICS
ON-DEMAND SAAS PRODUCTS
DEIB & ADVOCACY INITIATIVES
VIRTUAL LEARNING COURSEWARE
COPYWRITING TOOLS
FUNDRAISING APPLICATIONS
SOCIAL/COMMS SUITES
BIZ DEVELOPMENT SUPPORT

WHAT I BRING

CURIOSITY & CREATIVITY
ELDER M/ZILLENNIAL DUALITY
EMPATHY TO A FAULT
ENDLESS ADAPTABILITY
NEVERENDING COMPASSION
JEOPARDY-LEVEL TRIVIAL TIDBITS
REALISTIC OPTIMISM
MY SENIOR STREET MUTT



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WHO I'VE ALSO BEEN

MARKETING AND EVENTS MANAGER

MOTOVICY DISTRIBUTION 7.17–8.18

Brought a niche B2B supplier into the modern age via a full site, social, events, PR, and cultural revamp combined with the origination of customer-centric experiences utilizing an interactive twist. The growth and success gained, allowed us to forge an acquisition with a friendly competitor 5x our size, reach, and abilities.

DIGITAL MARKETING STRATEGIST

BRAND LABS 6.15–3.17

Joined the second e-commerce agency boom to help budding click-and-mortar organizations expand and succeed across all possible digital and social platforms. Managed accounts and their internal efforts plus our internal makers and managers forming full-circle supportive efforts that moved us forward in our reach, accreditations, and industry appearance.

MARKET & RESEARCH INTERN

LG CHEM POWER 6.13–12.13

Jumped into the electric vehicle, home, and community initiative to collect qualitative and quantitative data so we could constantly transform findings into prospective tactics. Utilized field, online, and historical research to design analytic presentations shared for multidepartmental usage.

LEAD PRODUCT & ACTIVATION SPECIALIST

GAIL & RICE/VOLKSWAGEN 4.07–6.13

Managed varying-sized experiential events across the country from conception to post-reporting including staff, inventory, and logistics. Harnessed the potential of consumer interactions and habits which helped furnish awareness, loyalty, and mutually meaningful metrics.

WHERE I'VE LEARNED

(1ST COLLEGE GRADUATE FROM MY HOUSEHOLD)

WALSH COLLEGE (X3)

MSMKT, MBA, BBA

MARKETING, BUSINESS LAW, ETHICS, HUMANITIES

MACOMB COMMUNITY COLLEGE

FROM AN ABA IN MARKETING TO HELPING STUDENTS ALONG THEIR JOURNEYS

WITH WHOM I VOLUNTEER MOST

ENVIRONMENTAL DEFENSE FUND ACTION – PUBLIC ENGAGEMENT

SAFE @ MACOMB LGBTQ ALLY PROGRAM – PEER EDUCATION

BELLE ISLE CONSERVANCY – VOLUNTEER COORDINATION

REBEL DOGS DETROIT – DIGITAL FUNDRAISING

AMERICAN FEDERATION OF TEACHERS – OUTREACH SUPPORT

HOW I'M GROWING

GROUP MEDITATION
YOGA/BREATHWORK
READING MORE BOOKS
CONTINUING EDUCATION CLASSES
SPANISH LESSONS
GROUNDING SESSIONS
BRAINTEASERS
VOLUNTEERING
MENTORING/TUTORING
EXPLORING CULTURES

WHAT I LOVE

INSPIRING JOY
FIGHTING INJUSTICE
EDUCATING EQUITABLY
EMPOWERING OTHERS
LIFELONG LEARNING
EXPLORING CULTURE
TRAVEL/ROAD TRIPS
ALLITERATION/CONSONANCE
FESTIVENESS & THEMATICS
DOCUMENTARIES
PLAYLIST CURATION
MY DOG (YES, I SAID IT TWICE)

WANT REFERENCES?

