

A former native of Michigan, Schrader moved to Florida in 2005, bringing his considerable talent with him.

Schrader utilized his diverse knowledge of brand development to help build Hagerty Insurance's in-house design operation from a "one man shop" to a four person award winning graphic design team. Congruently, during his three years with Hagerty, they experienced a 75% growth rate.

After arriving in Florida, Schrader secured a job with Scripps Treasure Coast Newspaper, undertaking dual responsibilities as he headed the redesign of the company's web presence, TCPalm.com, while creating and designing advertising for TCPalm's clients.

Schrader graduated with honors from Central Michigan University, with a B.A. in Interpersonal Public Communications and Advertising. Maintaining a firm grasp on the fundamentals of marketing and how to connect and communicate across diverse demographic profiles. Schrader prefers not to pigeonhole himself as a graphic designer. Rather, he promoted his abilities as a conceptual creative consultant.

A hot commodity to South Florida's advertising scene, Schrader brought his exceptional talent, creativity and enthusiasm to a couple advertising agencies before pursuing his entrepreneurial dream and opening his own company in August, 2007. Since the inception of Schrader & Associates, Chad Schrader has acquired the Treasure Coast's largest and longest operating electronics and appliance chain, Jetson TV and Appliance.

Chad Schrader
me@chadschrader.com