



EASTERN REGION DIRECTOR - TREVOR SCHEIDERER



Trevor Scheiderer has been an active member of Phi Chi Theta for nearly a decade, starting with his 2015 initiation into the Zeta Xi chapter at Drake University in Des Moines, IA,. During his time there, he held several key roles, including Director of Professional Development and Chapter President. One of his notable achievements was organizing a job shadow event for the entire business school, providing students with valuable hands-on experience with local companies. He also promoted community engagement through volunteering with Habitat for Humanity and participating in social events like the Drake Relays. Trevor later became a Life Member of Phi Chi Theta in 2021.

After earning his Bachelor's degree in Marketing and International Business in 2018, Trevor has been building a successful career in the paid media advertising industry. He has worked with prominent companies such as Dentsu Aegis, Omnicom Media Group, and Ptarmigan Media. Recently, he was promoted to Associate Media Director, where he now specializes in enhancing B2B marketing strategies for Fortune 500 finance brands, aiming to bolster their brand awareness and consideration.

Outside of work, Trevor enjoys traveling, spending time with his family in Wisconsin, and managing a side hustle that involves assembling IKEA and Wayfair furniture for clients across New York City. He also has a passion for exploring diverse cuisines, particularly Mediterranean, Italian, and Mexican.