

NISA SCHMITZ

Communications and Marketing Strategist

618.304.7626
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nisaschmitz.com
Highland, IL 62249

Sixteen years developing effective marketing strategy with on-brand messaging across multiple marketing channels informed by analytics and optimized for each target audience

SKILLS

Content Strategy ▪ Editorial Calendars ▪ Copywriting ▪ Google Analytics ▪ XHTML ▪ CMS
Agency Management ▪ Adobe Creative Suite ▪ Salesforce ▪ Email Marketing ▪ Social Media

EXPERIENCE

Content Manager, Pearl Certification

Remote (Highland, Illinois)

2022-2024

- Composed engaging thought leadership pieces for cross-channel marketing
- Served as editor for freelance writers and tailored the content for different audiences
- Wrote and laid out an external brand book to provide voice, tone and logo guidelines
- Improved on-page SEO, leveraged Google Analytics, and developed a website SOP
- Managed social media calendar, wrote daily posts and increased followership by 29%
- Oversaw web content and managed web agency toward improving CMS functionality
- Wrote press releases, designed graphics, posted to the wire, and reported analytics
- Managed Salesforce dashboards to present content analytics to executives
- Introduced internal monthly newsletter and oversaw the investor newsletter
- Leveraged Canva to add intro/outros, music, lower thirds, and graphics for videos

Marketing Project Manager, Trouw Nutrition

Highland, Illinois

2018-2021

- Created content and marketing strategies and led and mentored the creative team
- Devised the content calendar for two divisions and set marketing priorities
- Collaborated with senior leadership to develop the brand story, vision and mission
- Directed website launch and ensured proper messaging, design and CMS capabilities
- Oversaw corporate PR initiatives, including writing press releases and reporting analytics
- Managed social media, designed posts in Photoshop, and developed videos in Adobe Rush
- Wrote lead-generating landing pages, blog articles, print ads, presentations, etc.
- Project managed an in-person customer training program, delegated tasks to a team of seven, oversaw the communications plan, and tracked and analyzed KPIs

Marketing Manager, PSAV

Remote (Highland, Illinois)

2015-2018

- Managed freelance designers and developers in the creation of persuasive sales collateral and lead-generating landing pages for 1,500 locations
- Developed strategic email drip campaigns for key target audiences
- Crafted compelling copy for case studies, blogs, presentations, email, webinars, etc.
- Served on the business development team and developed product launch sales tools
- Created and executed the social media strategy and tracked relevant analytics
- Led the PR strategy and built custom dashboards in Meltwater to gauge performance
- Directed video messages for senior leadership and provided communication counsel
- Launched employee recognition app and introduced app to track internal email analytics
- Selected and implemented new marketing project management system, improving efficiencies and raising our department's internal satisfaction score from a 6.34 to 8/10

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Freelance Marketing Contractor, nisaschmitz.com

Remote (Highland, Illinois)

2013-2015

- Oversaw startup Affilorama's PR, resulting in coverage in *Fortune* and *Forbes*
- Planned and created high-impact content for Drury Hotels' Careers website
- Wrote engaging, educational blog posts for Utopian Life Partners

Communications Manager, Swank Audio Visuals/PSAV

St. Louis, Missouri

2011-2013

- Transformed text focused on technology features to engaging copy about the benefits to the customer for the web, brochures, presentations, videos, etc. for 1,200 locations
- Represented the Communications team at weekly executive meetings and reported on KPIs
- Built successful email campaigns and tracked key analytics
- Designed and implemented the social media strategy and analyzed engagement metrics
- Led effective media relations, including securing 22nd place on *InformationWeek's* 500

Director of Communications, Marketing and Alumni Affairs, Harris-Stowe State University

St. Louis, Missouri

2010-2011

- Developed and executed the marketing and communications strategies
- Led brand messaging and built awareness for the university
- Planned, evaluated and monitored a \$270k budget and oversaw media sales
- Forged effective media relations, pitched stories and coordinated media events
- Led the creative team to develop broadcast, print, digital and social advertising
- Oversaw the social media strategy and managed web content via the CMS
- Increased Alumni Association membership, planned events and improved retention

EDUCATION

Master of Science

Mass Communications, 3.67 GPA
Southern Illinois University Edwardsville

Bachelor of Journalism

Cum Laude, 3.57 GPA
University of Missouri-Columbia

Bachelor of Arts

Psychology, 3.57 GPA
University of Missouri-Columbia

HONORS

AdBrand™ Award First Place for
ad copy (2021)

John Rider Graduate
Achievement Award (2012)

Presented research paper at the
Association for Education in
Journalism and Mass
Communication (AEJMC) 2011
national conference