

NISA SCHMITZ

Communications and Marketing Leader

618.304.7626
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nisaschmitz.com
Highland, IL 62249

Communications and marketing expert with 16 years' experience specializing in content strategy, copywriting, editing, asset creation, email marketing and project management

SKILLS

Content Strategy ▪ Editorial Calendars ▪ Copywriting ▪ Branding ▪ Adobe Creative Cloud ▪ CMS
Email Marketing ▪ Social Media ▪ Web Management ▪ Google Analytics ▪ Project Management

EXPERIENCE

Content Manager, Pearl Certification

Remote (Highland, Illinois)

2022-2024

- Developed network member communication strategy incorporating audience segmentation
- Wrote case studies, newsletters, blogs, email campaigns, webpages, webinars, etc.
- Oversaw brand messaging and standards and wrote and laid out an [external style guide](#)
- Served on the product development team and wrote marketing collateral for launch
- Managed distribution lists, developed emails with A/B tests and increased click rates by 350%
- Leveraged Canva to add intro/outros, music, lower thirds, and graphics for branded videos
- Maintained internal library of marketing resources and supported asset management in CMS
- Improved on-page SEO, added SEO directions to the CMS and developed a website SOP
- Managed social media calendar, wrote daily posts and increased followership by 29%
- Composed press releases, designed graphics, posted to the wire and reported analytics

Marketing Project Manager, Trouw Nutrition

Highland, Illinois

2018-2021

- Created the B2B multi-channel content marketing strategy for U.S. operations
- Hired, managed and mentored the creative team in the development of high-quality assets
- Wrote white papers, blogs, landing pages, video and radio scripts, presentations, ads, etc.
- Collaborated with senior leadership to develop the brand story, vision and mission
- Developed email campaigns in the CRM, managed distribution lists and analyzed results
- Project managed an in-person customer training program, delegated tasks to a team of seven, oversaw the communications plan, and tracked and analyzed KPIs
- Managed social media, designed posts in Photoshop, and developed branded videos
- Directed website launch and ensured proper messaging, branding and CMS capabilities
- Oversaw corporate PR initiatives, including winning AFIA's Feed Facility of the Year Award

Marketing Manager, PSAV

Remote (Highland, Illinois)

2015-2018

- Managed designers in the creation of B2B collateral and landing pages for 1,500 locations
- Crafted innovative copy for newsletters, blogs, case studies, presentations, brochures, etc.
- Oversaw account-based marketing email strategy and developed emails in the CRM
- Served on the product development team and created product launch materials
- Launched a new corporate website with a marketing agency and wrote the content
- Selected and implemented new project management system, improving efficiencies and raising our department's internal satisfaction score from a 6.34 to 8/10
- Created and executed the social media strategy and tracked performance data
- Led the PR strategy and built custom dashboards in Meltwater to gauge performance
- Introduced internal email analytics app and led the monthly newsletter for 9,000 employees

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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-quality content for Drury Hotels' Careers website
- Wrote educational blog posts for Utopian Life Partners

Communications Manager, Swank Audio Visuals/PSAV

St. Louis, Missouri

2011-2013

- Represented the Communications team at weekly executive meetings and reported on KPIs
- Led effective media relations, including securing 22nd place on *InformationWeek's* 500
- Designed and implemented the social media strategy and analyzed performance data
- Wrote engaging copy for the web, case studies, brochures, presentations, videos, etc.
- Developed emails in Constant Contact, managed distribution lists and analyzed results
- Created the internal communication strategy and led the newsletter for 4,500 employees
- Built the crisis communication plan and trained executive leadership on its application

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

St. Louis, Missouri

2010-2011

- Developed and executed the communications and marketing strategies
- Served on the President's Cabinet and managed two administrative assistants
- Led the creative team to develop broadcast, print, digital and social advertising
- Planned, evaluated and monitored a \$270k budget and oversaw media sales
- Oversaw brand messaging, developed the style guide and launched new website
- Created the social content calendar and managed web content via the CMS

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

REFERENCES

Available upon request