

NISA SCHMITZ

Content Marketing Manager

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Highland, IL 62249

Data-driven content strategist with a master's in Mass Communications and 17 years' experience elevating B2B and B2C brands through savvy content creation | Aspire to obtain a leadership role with direct influence over marketing strategy

SKILLS

Content Strategy | Editorial Calendars | Copywriting | Web Management | SEO | Branding | Design
Adobe Creative Cloud | Project Management | Email Marketing | Social Media | Public Relations

EXPERIENCE

Marketing Coordinator | Poettker Construction

Breese, Illinois

2024-Present

- Manage websites, create content, and optimize for search engines to increase traffic by 124%
- Leverage AI agents to generate topics, conceptualize messaging and streamline the process
- Develop thought leadership editorials, videos, blog posts and press releases for multiple brands
- Lead website redesign, write copy, direct design and liaise with website agency
- Oversee social media strategy and manage contributors to increase Facebook reach by 96%
- Create branded, professional videos, design graphics and charts, and format images
- Conduct monthly data analysis and benchmarking of website and social media performance
- Set up mass email program, develop external emails and analyze results
- Collaborate in Airtable project management system and develop SOPs in OneNote

Content Manager | Pearl Certification

Remote (Highland, Illinois)

2022-2024

- Developed network member communication strategy incorporating audience segmentation
- Oversaw brand messaging and standards and wrote and laid out an [external style guide](#)
- Wrote thought leadership, blogs, press releases, emails, newsletters, case studies, etc.
- Leveraged Canva to add intro/outros, music, lower thirds, and graphics for branded videos
- Managed distribution lists, developed email drip campaigns and increased click rates by 350%
- Oversaw web content and managed web agency relationship via Asana and regular meetings
- Improved on-page SEO, added SEO directions to the CMS and developed a website SOP
- Project managed in Monday and built an online request form to streamline creative briefs
- Served on the product development team and wrote marketing collateral for launch
- Managed social media calendar, wrote daily posts and increased followership by 29%

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, articles, videos, newsletters, presentations, ads, etc.
- Collaborated with senior leadership to develop the brand story, vision and mission
- Oversaw corporate PR initiatives, including winning AFIA's Feed Facility of the Year Award
- Developed email campaigns in the CRM, managed distribution lists and analyzed results
- Managed social media, designed posts in Photoshop, and developed branded videos
- Directed website launch and ensured proper messaging, branding and CMS capabilities
- 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 designers in the creation of B2B collateral and landing pages for 1,500 locations
- Created and executed the social media strategy and tracked performance data
- Led account-based marketing email strategy and developed emails in the CRM
- Wrote B2B copy for newsletters, blogs, case studies, presentations, brochures, etc.
- Launched new branding, collateral templates and website with a marketing agency
- Implemented project management system, increasing satisfaction score from 6.34 to 8/10
- Served on the product development team and created product launch materials
- Oversaw the internal communications strategy, intranet and newsletter for 9,000 employees

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

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

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

St. Louis, Missouri

2010-2011

- Developed and executed the communications and marketing strategies and a \$270k budget
- Served on the President's Cabinet and managed two administrative assistants
- Oversaw brand messaging, developed the style guide and launched new website
- Wrote articles, newsletters, videos, annual report, brochures, ads, press releases, etc.
- Led the creative team to develop broadcast, print, digital and social advertising
- 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