



Theresa Schmid

theresa@theresaschmid.com | 248-210-5051 | www.theresaschmid.com

Summary

- Strategic project manager with logistical expertise and strong attention to detail
- Extensive practice with various aspects of communications
- Creative problem-solver that can design and execute new ideas

Skills

Media Production

Photography ●●●●●

Graphic Design ●●●●●

Writing ●●●●○

Film ●●●●○

Audio ●●●○○

Adobe Creative Suite

Photoshop ●●●●●

Premiere Pro ●●●●●

InDesign ●●●●○

Illustrator ●●○○○

Audition ●●○○○

Website Development

HTML/CSS ●●●○○

Wordpress ●●●○○

Google Analytics ●●○○○

Social Media

Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, & more

Basics of Facebook ad campaigns

Computer/Software

CisionPoint, G Suite, Microsoft Excel, Windows & Mac OS

Work Experience

University of Michigan

Ann Arbor, MI

Communications Specialist | September 2019 – present

- Drive brand development and marketing for the Center for Social Solutions, including through the creation of a Master Communication Plan, style guide, and more
- Launch new initiatives, i.e. orchestrating 17 partner posts on Facebook and Twitter to publicize an event that earned a potential reach of 17.9-44.8k across platforms

Events & Publicity Coordinator | December 2018 – August 2019

- Provided communications support for the Center for Social Solutions as described above
- Developed publicity and marketing materials for the Department of Philosophy and its 80 events held throughout the year, inclusive of print, web, email, and social media

Notre Dame Preparatory

Pontiac, MI

Head Coach, Equestrian | July 2016 – present

- Pioneered a team sponsorship program with multiple communication touchpoints and alumni and student email engagement campaigns

MXM, part of Accenture Interactive

Troy, MI

Traffic Manager | December 2017 – November 2018

- Tracked and managed email and direct mail campaigns for Mopar and Maserati, including a large-scale dynamic marketing effort that reached millions of consumers per month

Crain Communications

Detroit, MI

Communications Assistant | June 2017 – November 2017

- Executed the marketing plan for the inaugural Technology in Motion exhibition & conference, including website development, social media & ad campaigns, blog posts, and promo videos
- Wrote weekly marketing content for the company's digital properties and collaborated on internal marketing projects in a writing, photography, video, & web capacity

Finn Partners—Media Connect

New York, NY

Publicity Intern | January 2017 – May 2017

- Conducted media research and social media analysis, wrote press materials, pitched stories to various media outlets via phone & email, and communicated with clients
- Earned hits with local and national ranked media; appointed temporary lead publicist on an account and in three days booked seven interviews with ranked radio in top media markets

Education

B.S. Media, Culture and Communications

New York University

Sep. 2013 - May 2017 | 3.883 GPA

Minors: Film Production; Business of Entertainment, Media & Technology

Elected to the Phi Beta Kappa Honors Society in May 2017

Studied at NYU London from Fall 2013 through Spring 2014 and NYU Prague in Spring 2016