



Theresa Schmid

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Summary

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

Skills

Media Production

Photography ●●●●●

Writing ●●●●●

Graphic Design ●●●●○

Email Marketing ●●●●○

A/V Production ●●●●○

Adobe Creative Suite

Photoshop/Lightroom ●●●●●

Premiere Pro ●●●●●

InDesign ●●●●●

Audition ●●●●○

Illustrator ●●○○○

Website Development

HTML/CSS ●●●○○

Wordpress ●●●○○

Google Analytics ●●●○○

Social Media

Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest

Basics of Social Ad Campaigns

Computer/Software

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

Other

Basic Spanish Comprehension; Adult Mental Health First Aid

Work Experience

University of Michigan

Ann Arbor, MI

Publicity & Promotions Coordinator | June 2020 – present

- Launch the University of Michigan Press' author engagement program for 150+ authors/year
- Advance marketing and outreach initiatives for Michigan Publishing and subsidiary brands, Michigan Publishing Services and Deep Blue Repository & Research Database Services
- Develop and manage production of many promotional materials and collateral, i.e. catalogs
- Create and support website content and structure for multiple properties across brands
- Coordinate social media strategy for 7 accounts with 22k+ followers across four platforms
- Oversee media relations, publicity, and advertising efforts

Communications Specialist | December 2018 – June 2020

- Drove brand development and marketing for the Center for Social Solutions, through the creation of a communication plan, style guide, and more
- Orchestrated 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
- Earned promotion to full-time role from being a part-time events & publicity coordinator

Events & Publicity Coordinator | December 2018 – August 2019

- Developed publicity and marketing materials for the Department of Philosophy and its 50+ events held throughout the year, inclusive of print, web, email, and social media

Notre Dame Preparatory

Pontiac, MI

Head Coach, Equestrian | July 2016 – February 2020

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

MXM, part of Accenture Interactive

Troy, MI

Project Manager | December 2017 – November 2018

- Tracked and supported email and direct mail campaigns for Mopar and Maserati, including a large-scale dynamic marketing program that reached 2+ million customers 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

Education

B.S. Media, Culture & Communications

New York University

Sep. 2013 - May 2017 | 3.883 GPA

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

Magna Cum Laude; Phi Beta Kappa Honors Society

Studied at NYU London Fall '13–Spring '14; NYU Prague Spring '16