



SKILLS

PHOTOGRAPHY & VIDEOGRAPHY

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CUSTOMER SERVICE

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SOCIAL MEDIA MARKETING

Facebook & Instagram campaigns, PPC, writing and creating content, video series. UTM tracking.

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EMAIL MARKETING

Retargeted email creation, initial welcome emails with journey based on users action on first email, weekly newsletters, follow-up emails.

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ADOBE CREATIVE SUITE

Photoshop, Lightroom, Premiere, Dreamweaver, Acrobat

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BLOGGING

...

WORDPRESS

...

CAMPAIGN MONITOR

...

GOOGLE ANALYTICS

KATIE SCHNEIDER

319.431.7886 / kathleendsch@gmail.com
www.createdbykatie.com

EXPERIENCE

MARKETING ASSISTANT

AVA Rafting & Peak 1 Express / September '17 - October '18
Breckenridge, Colorado

Social media management, weekly newsletter idea creation and implementation, construction of media campaign plan and execution with photo and video projects among numerous platforms, retargeting email campaign, HTML email design, link building, content creation across multiple websites, assist Marketing Manager with various projects.

MARKETING PROJECT COORDINATOR

Rausch Productions / March '15 - June '16
Cedar Rapids, Iowa

BAR SUPERVISOR

Root Down / January '19 - Present
Denver, Colorado

Weekly liquor and beer stock/ordering, monthly inventory, maintaining relationships with multiple distributors, prep work for the bar program [simple syrup infusions, house-made mixes], organizing and implementing monthly charity cocktail, buiding recipe guides for cocktails, and streamlining all behind the scenes aspects of the bar program for consistency across the bartending team and on the floor.

EDUCATION

KIRKWOOD COMMUNITY COLLEGE
Cedar Rapids, Iowa

Associate of Arts Degree / December '14
Emphasis in Art, Photography & Psychology
GPA: 3.6