

JESSIE SCHUTZ

DIGITAL MARKETER

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PROFESSIONAL SUMMARY

As a Zendesk alum with over 10 years of social media, copywriting, and community management experience, I'm passionate about engagement, connection, and telling authentic, impactful stories. I'm a versatile wordsmith who's adept at capturing brand voice and tone, seamlessly shifting from lighthearted and playful to serious and technical, with the ability to rapidly assess situations to determine the best approach. I have an eye for detail, a keen sense of humor, and a knack for explaining complex concepts in a way that's easy to understand.

WORK EXPERIENCE

Queerencia, LLC

Freelance Social Media Manager

12/2023 - Present

- Research and develop copy for long- and short-form social posts to broaden brand reach, educate, and build trust with our audience
- Work cross-functionally with business owner and event manager to plan content and schedule according to marketing plan
- Create image and video assets in compliance with brand guidelines

Alliance of Crop, Soil, and Environmental Science Societies

Social Media Manager

4/2023 - 6/2024

- Managed all social media activities, including planning, writing, and scheduling posts, monitoring channel engagement, and compiling analytics
- Coordinated with cross-functional teams to ensure alignment with marketing objectives
- Created and implemented the organization's first social media marketing strategy, increasing user engagement by ~10%
- Audited social profiles and implemented plan for sunseting and consolidation to streamline social presence and optimize performance
- Owned and implemented the social media campaign for a large annual academic conference and trade show
- Assisted with establishing new organization brand identity, including brand guidelines, colors, and fonts

Zendesk

Senior Social Media Manager

1/2019 - 11/2022

- Planned and scheduled content for Facebook, LinkedIn, and Twitter; created image assets
- Work cross-functionally with Creative, Content Marketing, and Product Marketing teams to coordinate integrated marketing campaigns
- Owned the social promotion of recurring events and social-first campaigns
- Innovated a campaign of "feel-good" posts during COVID lockdown to connect with and encourage our audience
- Drove engagement and enabled employees to better share by implementing an employee advocacy platform

Community Manager

11/2014 - 1/2019

- Oversaw all areas of Zendesk branded support communities, fostering relationships with users and moderators
- Established community strategy, policies, and best practices
- Defined an online support experience manager role to improve customer experience in self-help resources and meet customer needs
- Injected new life into Community Moderator Program, expanding moderators by 50%, commissioning a new logo, and nurturing collaboration in a new Slack channel
- Worked cross-functionally with Documentation, Product Management, and Customer Advocacy teams

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SKILLS

Industry Knowledge

- Digital marketing
- Social media management
- Copywriting
- Content creation
- B2B, Saas
- Campaign development
- Data analysis
- SEO

Soft Skills

- Skilled communicator
- Creative problem solver
- Adaptable
- Emotionally intelligent
- Strategic thinker
- Concise written communication
- Diplomatic
- Grammar enthusiast

Tools

- Hootsuite
- Figma
- Notion
- Google Workspace
- Meta Business Suite
- Sprout Social
- Canva
- Asana
- Microsoft Office Suite
- DaVinci Resolve

OTHER EXPERIENCE

WoTCon

Social Media Manager, Founder

7/2021 - Present

- Develop social media strategy with Marketing Director and partner Social Media Manager
- Create compelling image and video content for audience engagement and event marketing
- Created popular experiential marketing campaign, #OverheardAtWoTCon

Tar Valon After Dark

Podcast Host, Writer, Audio Editor

3/2021 - Present

- Write scripts for comedy sketches
- Edit and publish podcast episodes using Hindenberg, GarageBand, and Libsyn
- Created planning and collaboration template in Notion

The Amyrlin's Study

YouTube Creator

2/2021 - Present

- Record reaction videos using Streamlabs OBS to capture main and desktop video and audio
- Edit videos using Timebolt and DaVinci Resolve
- Create video clips to share on Instagram, TikTok, and YouTube Shorts using Canva and Capcut

EDUCATION

North Central College

Bachelor of Arts, Music