

# Kelly Schmidt

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## Growth & Content Marketer

**Strategic Communication**   **CRM Management**  
**Project Management**   **Data Analytics**  
**Campaign Reporting**   **Content Strategy**

**Degrees:**   **MA, Mass Communication**, University of Florida  
**BA, English**, University of Akron

**Technologies:**   Salesforce Sales Cloud, Marketing Cloud & Journey Builder,  
Pardot, HubSpot, Power BI, Asana, LinkedIn Ads, Google  
Ads, WordPress, Adobe InDesign

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### WORK HISTORY

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**Growth Marketing Lead** **2022-Present**  
Autobooks

- Manage campaign timelines and vision for four financial transaction providers: FIS, Jack Henry & Associates, Q2, and NCR
- Develop marketing and sales strategies to drive engagement and product adoption for 700+ financial institutions
- Collaborate with internal and external stakeholders to define marketing needs, identify solutions, create assets, and measure results
- Build & monitor CRM dashboards to ensure a data-driven approach to analyze performance

**Content Marketer** **2021-2022**  
Autobooks

- Developed content strategy and communication approach for potential customers and key contacts at target financial institutions
- Wrote and built campaigns to generate new leads and influence banks and credit unions to adopt a digital-first payment solution
- Increased monthly engagement by 400% using organic & paid social, sales sequences, marketing emails, and collaboration with external stakeholders at partner organizations

**Marketing & Communications Specialist** **2019-2021**  
University of Florida College of Pharmacy

- Wrote, segmented, and launched targeted campaigns to generate and convert quality student applications for 13 residential and online academic programs; email, advertising, and social media

- Built CRM reports & dashboards to monitor campaign performance and gauge overall success of college-wide lead, applicant, and enrollment numbers
- Developed SEO-friendly web and social media content to support academic and professional recruitment and build college reputation
- Increased Pharm.D. recruitment webinar registrations by 150% and attendance rates by 30% in academic year 2020-21 compared to 2019-20

### **Marketing Coordinator**

**2014-2019**

University of Florida Warrington College of Business, UF MBA Programs

- Oversaw promotional timelines to increase program applications and recruitment event registrations for 10 MBA program formats
- Wrote and built cohesive marketing collateral such as automated email drip campaigns, landing pages, and social media content
- Monitored campaign results and addressed deficiencies in strategy and audience targeting
- Provided procurement support for marketing and advertising initiatives

### **Executive Assistant**

**2013-2014**

University of Florida Warrington College of Business, UF MBA Programs

- Planned and executed meetings, travel, and office events for 28 employees
- Maintained records for MBA committees and student exit interviews
- Audited 700+ student CRM records and incoming cohort statistics

### **Administrative Specialist**

**2011-2013**

University of Florida College of Veterinary Medicine

- Served as the first point of contact for the Doctor of Veterinary Medicine (DVM) program's admissions and student services office
- Conducted transcript and file reviews for 800+ DVM applications
- Assisted in planning and executing 3 large-scale student affairs events a year

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## **EDUCATION**

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**Master of Arts, Mass Communication**, University of Florida

**2020**

**Bachelor of Arts, English**, University of Akron, cum laude

**2010**

minors: professional writing, women's studies

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## **ADDITIONAL EXPERIENCE**

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### **Certifications**

- Business Communications Certificate, University of Florida **2021**
- Email Marketing Certification, Hubspot Academy **2019**

### **Associations**

- Florida Public Relations Association **2014-2021**
- Association for Academic Women, University of Florida **2017-2021**