

# Kelly Schmidt

Gainesville, FL

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## Email Marketer & Communications Professional

Strategic Communication    Email Marketing  
Project Management        Content Writing  
Data Analytics              CRM Management  
Copy Editing                Campaign Reporting

**Degrees:** MA, Mass Communication, University of Florida

BA, English, University of Akron

**Technologies:** Salesforce Sales Cloud, Marketing Cloud, Pardot, Hubspot, Facebook, Instagram, Twitter, LinkedIn, Hootsuite, Google Ads, Adobe Indesign & Premiere Pro, WordPress

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### WORK HISTORY

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#### Marketing & Communications Specialist

2019-Present

University of Florida College of Pharmacy

- Write, segment, and launch targeted campaigns to generate and convert quality student applications for 8 residential and online academic programs; email, advertising, and social media
- Build CRM reports & dashboards to monitor campaign performance and gauge overall success of college-wide lead, applicant, and enrollment numbers
- Develop SEO-friendly web and social media content to support academic recruitment and build college reputation
- Increased Pharm.D. recruitment webinar registrations by 150% and attendance rates by 30% in 2020 compared to 2019

#### 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 landing pages, automated email drip campaigns, 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 Human Resources 2021
- Email Marketing Certification, Hubspot Academy 2019

**Associations**

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