

Kelly Schmidt

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Growth & Content Marketer

Digital Marketing Data Analysis
CRM Management Email Marketing
Campaign Reporting Performance Dashboards
Marketing Automation Strategic Communication

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

WORK HISTORY

Growth Marketing Lead

2022-present

Autobooks

- Manage marketing campaign timelines and vision for six financial transaction providers: Alkami, CSI, FIS, Jack Henry & Associates, NCR, and Q2
- Develop and implement marketing and sales strategies to increase engagement and product adoption for 1,200+ financial institutions
- Collaborate with internal and external stakeholders to define marketing needs, identify solutions, create assets, and measure results
- Build & monitor CRM dashboards that ensure a data-driven approach to analyze performance

Content Marketer

2021-2022

Autobooks

- Developed content strategy and communication plan 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 for their small business and nonprofit customers
- 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, 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, 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 per year

EDUCATION

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

ADDITIONAL EXPERIENCE

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**