

# Chanelle Schneider

## CONTENT STRATEGIST

[linkedin.com/in/chanelleschneider](https://www.linkedin.com/in/chanelleschneider)

### PROFESSIONAL EXPERIENCE

#### **Digital Content Writer, Stamats Marketing Agency** **October 2022 – September 2023**

- Wrote web content to meet \$200,000 revenue goal by facilitating discussions to problem solve and gain alignment on clear, actionable processes
- Wrote higher education client pages and internal content best practice guides
- Conceptualized and implemented content templates and solutions

#### **Sr. Digital Marketing Content Specialist, Avanade** **September 2021 – October 2022**

- Applied Agile processes to write white papers, blog posts, SharePoint sites, and social media content to support broad thought leadership and other communication needs of cross-industry business leads and subject matter experts
- Created first-ever company Juneteenth podcast as part of employee resource group including UX Designers and Creative Director

#### **Smart Rooms Specialist, Accenture** **May 2020 – September 2021**

- Trained eight senior management account teams concurrently to efficiently customize the design and content of their Smart Room
- Collaborated with product vendor to share account team feedback
- Presented features and benefits of client relationship management product to account teams

#### **Global Social Media & Events App Support, Accenture** **July 2014 – May 2020**

- Managed two junior team members as part of social content publication team
- Wrote technical training guides for digital and event team leads
- Distributed content on Accenture Consulting and Global social media channels

#### **Social Media Strategist, Owens Media Group** **July 2012 – July 2014**

- Reimagined existing Wealthy Radio content to increase traffic, influence, and social media engagement to drive revenue growth for small business
- Wrote blog posts, built email campaigns, and created video content

#### **Community Manager, DeVries PR Agency** **March 2012 – December 2013**

- Developed and executed launch of My Rising Tide CPG community and contest across owned social media channels, delivering 53.5MM+ Twitter impressions and expanding Tide's affinity among diverse 18–24-year-old target demographic
- Managed writing and content creation processes with team of Contently writers

#### **Social Media Strategist, The Opportunities Project** **July 2011 – May 2012**

- Led the social recruitment strategy for the client's (Teach Newark) rebranding campaign of Newark Public Schools as part of a team of recruiters
- Increased engagement by 5.1M+ impressions, new likes by 105%, post views by 167%, post feedback by 530%, and new followers by 471.8%
- Wrote strategic social media content using applicant personas

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### AWARDS & DISTINCTIONS

**Winner:** Association of National Advertisers – Multicultural Excellence Award

**Gold Stevie:** Best Twitter Feed

**Top Advocate:** Campus Progress

**Nominated:** Washington Post – Washington DC Top Tweep

### TOP SKILLS

#### Content & Project Management Systems

Manage projects to deliver content essential to the execution of marketing campaigns using Sitecore, WordPress (HTML and CSS), Basecamp, Monday.com, and Asana.

#### Social Media Management

Execute strategic audience development campaigns as part of a team by using digital platforms, including Social Studio, Meltwater, Instagram, and Hootsuite.

#### Content Production & Analytics

Create editorial calendars by collaborating with and interviewing stakeholders on business, marketing, analytics, and writing teams to produce accurate, compelling, data-driven blogs, one-pagers, eBooks, infographics, and newsletters. Take ownership in developing expert audience insights that aid competitive messaging and market positioning. Tools used include Facebook, X (Twitter), Google Analytics, and SEO.

#### Email Marketing

Design email layouts, build automation paths, and execute email marketing campaigns from concept to completion, including maintaining subscriber list hygiene and providing subsequent performance measurement reports using MadMimi, MailChimp, Keap, and Constant Contact.

#### Productivity Software

Proofread and edit content adhering to style guides and voice and tone directives from clients. Create sales enablement tools for sales teams that present differentiated solution-based services to leads. Write and propose content ideas to engage new audiences with compelling and unique storytelling in alignment with program goals. Tools used include Microsoft 365 and Google Workspace.

#### Video & Graphic Design

Collaborate with design teams to develop training guides, images, and video assets using Adobe Creative Suite, YouTube, Vidyard, and Vimeo.

### EDUCATION

#### University of Maryland Baltimore County

B.A., Media & Communication Studies

B.A., Philosophy