

Taite Schoettl

◆ COMMUNICATION + MARKETING + PUBLIC RELATIONS SPECIALIST ◆

SOCIAL

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PROFILE

I am a positive self-starter who feeds off of achievement. With strong communication, project coordination and content creation skills I'm determined to reach the primary goal at hand. My variety of skills and experience allows me to thrive in the digital media world.

PROFESSIONAL EXPERIENCE

Project Coordinator
Stokes+HERZOG
May 2016 - May 2018

- Work professionally as a leader of a team to implement campaigns, events, and daily marketing needs successfully.
- Develop newsletter campaigns and content to generate leads for clients.
- Write and create content for client websites to increase SEO organically.
- Update and implement monthly advertising needs including Facebook Ads, Instagram Ads, Google AdWords, and print ads to generate to reach client goals.

Marketing Associate
Swimrite Pools & Spas
January 2017 - Present

- Maintain and create content for all social media platforms.
- Generate google analytic reports to maintain expected website traffic.
- Develop newsletter content and funnel to generate sales.
- Develop marketing materials and create an advertising budget to effectively promote events.

Social Media Manager
Record Results
Real Estate Agents
August 2017 - Present

- Implemented and improved social media presence.
- Develop branded materials to increase brand awareness.
- Track monthly analytics on business Facebook page.
- Successfully manage social media advertising campaigns to create leads.

Marketing Intern
Blugold Beginnings-Robotics
September 2016 - May 2017

- Created informational booth displays for community events.
- Created informational and promotional graphic design pieces for community events.

EDUCATION

2014 - 2018

**Bachelor of Arts, Major in Integrated Strategic Communication - Emphasis on Public Relations
Minor in Marketing**
University of Wisconsin Eau Claire
GPA: 3.5

SKILLS

- Leadership
- Effective Communication
- Content Creation
- Strategic Planning
- Online Advertising
- Positivist
- Creativity
- Passion
- Teamwork
- Customer Service
- Graphic Design
- Adobe
- Website Maintenance
- Microsoft Office
- Google Analytics
- Social Media Knowledge
- Newsletter Creation
- Budgeting
- Campaign Implementation
- Effective Ad Spending
- Search Engine Optimization

HONORS

Charter Bank Scholarship
Awarded for attending a University with high academics and community involvement.
Fall 2014-2017