Emily Schuman

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Enthusiastic professional with a passion for creating engaging, innovative solutions to create growth and brand awareness.

Key Skills

- Deadline driven
- Strong writing capabilities
- Innovative and resourceful

- Relentless researcher
- Detail-oriented
- Self-motivated

- B2C marketing experience
- Exceptional multitasker
- Event planning expertise

Experience

Editor (Feb '14 - May '14)

Sosh - San Francisco, CA

Challenge: Creating engaging marketable content at a fast-paced B2C tech startup to aid in launching the app in a new major city.

Actions:

- Researching activities and presenting them in an innovative, appealing way to consumers.
- Writing and editing engaging original content for the website and iOS application.
- Researching and categorizing city neighborhoods to identify culture trends.
- Played a crucial role in launching the site in Chicago, which ultimately led to being featured in the iPhone App Store's "Best New Apps".

Results:

- Personally responsible for 60+ new users within the first week of launching in Chicago.
- Created multiple activity pages that received over 300 bookmarks from users (based on average activities receiving about 35 bookmarks).
- Offered contract extension after providing high quality content.

Research Assistant (January '14)

Peak Teams - San Francisco, CA

Challenge: Working with a small team at a consultant management startup to research and develop a database of scientific articles showcasing the way neuroscience, nature, and health directly affect office productivity.

Actions:

- Researched numerous scientific and business sources to uncover evidence pertaining to the target categories.
- Studied how a variety of factors affect office productivity and motivation, including: neuroscience, health and fitness, nature, and environment.

Results:

- Created a research database of over 60 annotated articles to jumpstart the company's resources.

Public Relations Assistant (May '12 - Aug '12)

J. Noel Public Relations - Chicago, IL

Challenge: Working one-on-one with the CEO of a public relations agency to develop creative brand growth solutions for unique clients.

Actions:
- Conceptualized and implemented innovative marketing ideas for high-profile clients including Healthy Initiative Chicago, United Colors of Fashion and Miss Chicago.
  - Created compelling marketing content for clients' and agency's social media pages.
- Organized and maintained special events and large scale promotions.
  - Employed technical resources to design creative campaign materials including email invitations, event pages and press releases.
  - Maintained ongoing documentation of event details and sponsorships.
- Strategized with CEO to establish creative brand growth opportunities with clients.
  - Participated in meetings with clients to determine budget guidelines and marketing goals.

Results:
- Assisted in establishing the brand concept and marketing strategy for Healthy Initiative Chicago and its first gala, which brought in over 800 guests and sponsors and gained recognition from multiple media outlets including NBC and WCIU.

Reporter (Jan '13 - May '13)

Newsbeat - Chicago, IL

Challenge: Writing and reporting local and national news stories live on-air for Columbia's weekly Emmy-nominated news show to inform viewers of important headlines and events.

Actions:
- Researched, wrote, filmed, edited and prepared 1-3 stories for the show every week on a strict deadline. Rotated between reporting on-location and at the anchor desk.
- Covered several high-profile events including the Chicago Marathon and the mayoral election.
- Conducted numerous interviews where I gathered and analyzed feedback of Chicago citizens about important local events.
- Actively participated in post-show analysis to determine where improvements could be made.
- Developed and implemented my own entertainment news segment.

Results:
- Helped successfully produce 15 shows; news team received a Chicago Emmy nomination.

Education

Bachelor of Arts, Columbia College Chicago (2013)
Major: Journalism with a concentration in Television Broadcast