

ROBERT SCHMAHL

Highly dependable marketing coordinator with 6 years of experience in diverse marketing roles.

CONTACT

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robertschmahl.com

EDUCATION

B.A. POLITICAL SCIENCE
U.C. CALIFORNIA, RIVERSIDE
July 2015 | Riverside, CA

CERTIFICATIONS

FUNDAMENTALS OF DIGITAL MARKETING CERTIFICATION
GOOGLE | April 2020

GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION
GOOGLE | May 2020

HONORS

EAGLE SCOUT AWARD
July 2011

EXPERTISE

- Microsoft 360 & GSuite
- Google Analytics
- SEO Management
- Photography
- Adobe Creative Suite
- Social Media Marketing
- HTML/CSS

EXPERIENCE

ASSOCIATE GRAPHIC DESIGNER

SOUTH COAST REPERTORY
March 2018–June 2020 | Costa Mesa, CA

- As part of a highly collaborative team, spearheaded daily design for a Tony Award-winning art institution with an established, 55-year brand.
- From concept to creation, designed original show artwork, website content and marketing campaigns for all theatre productions.
- Analyze success of digital and print campaigns with Google Analytics to create goals, research metrics and identify strategies for success.
- Responsible for creating print assets intended for internal and external markets. Contact and communicate with vendors to obtain quotes.
- Led as staff photographer for studio photoshoots and patron events.

AQUATICS SPECIALIST

PETCO
October 2016–March 2018 | Louisville, KY & Costa Mesa, CA

- Maintained aquatics department and built relationships with customers.
- Promoted to Aquatics Specialist from Sales Associate in January 2017.

AMERICORPS TEAM COORDINATOR

55,000 DEGREES/LOUISVILLE METRO GOVERNMENT
August 2016 – August 2017 | Louisville, KY

- Assisted Project Directors with administrative support by managing meeting calendar, facilitating conversations, and providing metrics of volunteer satisfaction.
- Built relationships with individual volunteers and provided mentoring. Retained 94% of volunteers, exceeding the average Kentucky volunteer retention rate of 71%.
- Created social media campaign by interviewing volunteers from 5 different AmeriCorps projects. Arranged video shoots, shot video, and served as creative head for video series.

COMMUNICATIONS SPECIALIST

SOAR (SHAPING OUR APPALACHIAN REGION)
August 2015 – August 2016 | Pikeville, KY

- Gathered and compiled applicant data for a \$2 million Kentucky Appalachian Regional Development grant for recommendation to the Kentucky Governor and House of Representatives.
- Co-led in conceptualizing and implementing marketing strategies, resulting in a 30% increase in organic Facebook engagement over a 3-month period.
- Created, edited, and digitally published the monthly SOAR newsletter. Strategized, planned, and facilitated over 20 community events.
- Facilitated over 20 community events and strategized with development team to secure sponsors and donors for events.