

KATIE SCHMITZ

+1.224.595.3109 | KatieSchmitz2@gmail.com | www.katieschmitz.com

Experience

Principal Global Consumer Marketing Specialist **Medtronic** **Northridge, CA** **Sep 2018 – Present**

Consumer Marketing, Social, and Brand Strategy for **Medtronic Diabetes** — the world's largest medical device manufacturer

- Drive consumer insights-based digital & social strategies in partnership with key business unit stakeholders
- Represent the voice of our consumer with a patient-first mindset by translating research + data into actionable insights
- Leverage digital & social subject matter expertise to develop direct-to-consumer campaigns aimed at generating demand through a consumer-centric, 360° approach that enables truly integrated programs.
- Design and implement the Medtronic Diabetes Social Content Strategy and monthly content calendars to align with the business goals to generate demand for product, build brand love, and strengthen our community.
- Lead communications with global counterparts when coordinating global product launches & other brand campaigns and collaborate with EMEA and APAC marketing teams to share best practices and digital/social strategies.
- Serve as primary liaison with IBM and steward of the Sugar.IQ relationship leading up to the launch of IQcast. Lead the strategic planning process all the way from objective-setting to execution, optimization, and reporting
- Act as key point of contact between creative/social/media agencies and Medtronic business units to ensure all teams are able to communicate effectively to their desired audiences and reach their objectives.

Supervisor, Strategy & Insights **Dentsu Aegis Network** **Los Angeles, CA** **Dec 2017 – Sep 2018**

Strategic Media Planning leadership for **Adidas** — a global challenger sports brand

- Build & activate go-to-market strategies for Adidas brand initiatives utilizing consumer research, competitive analysis, business/marketing objectives, & media best practices
- Manage a team of planners/assistants and oversee the planning & execution of all integrated brand campaigns—including partner negotiations, digital activation, budgets, timelines, and reporting
- Lead the strategic planning process by engaging clients in objective-setting and overall business direction, through to creative solutions and strategic frameworks for execution
- Develop think pieces and lead brainstorming sessions to push internal teams and client partners to think differently, prioritize innovative practices, and future-proof their business

Global Strategy Supervisor **Dentsu Aegis Network** **Detroit, MI** **May 2015 – Dec 2017**


Consumer Insight and Strategic Planning for the **Chevrolet Global Content Studio**

- Served as strategic consultant to internal teams, agency partners, and clients for consumer relevance, brand identity alignment, global market intelligence, and overall digital best practices with a strong focus on consumer understanding and insight
- Defined the global brand and infused a "local-up" approach to create a globally consistent, yet locally relevant brand presence across key strategy markets (including: US, Canada, Mexico, Brazil, Argentina, Korea, India, China, & UAE)
- Formulated comprehensive go-to-market strategies based on key consumer insights, including: audience segmentation, messaging architecture, platform and content strategy across paid, owned, and earned channels
- Mined consumer insights from social listening and additional data sources to develop content strategies fueling a responsive content engine and creating an agency center of excellence
- Created and presented the agency's first ever Global Content Compass—Strategic tool informing all global Chevrolet communications efforts, increasing brand alignment and codifying the content approach
- Increased the Content Studio's social listening capabilities by championing the implementation of additional tools and becoming a subject matter expert on utilization of data and cultural trends to impact content & brand momentum

Senior Strategist

 **Organic, Inc.**

 **Troy, MI**

 **Apr 2014 – May 2015**

Strategic Leadership for Kimberly-Clark brands (U by Kotex, Poise, Depend, Pull-Ups, and GoodNites)

- Conducted consumer ethnography, qualitative & quantitative data synthesis, persona development, and journey mapping to develop a 360° view of each consumer segment
- Performed extensive brand research, competitive audits, concept testing, and additional forms of market analysis to glean actionable insights and support strategic recommendations
- Created briefs and strategic POVs based on intimate understanding of the target and brand objectives which were presented to creative and internal teams for development
- Implemented CRM best practices with key client leadership resulting in the launch of advanced engagement scoring and customer lifetime value analysis for multiple brands—a crucial step in redefining audience intelligence for the agency

Digital Strategist

 **Lowe Campbell Ewald**

 **Detroit, MI**

 **May 2013 – April 2014**


Lead CRM Strategist and Digital Content Planner for Cadillac

- Crafted digital marketing strategies based on syndicated and technographic research, which included strategic pillars & brand architecture, web personas, customer journey, brand ecosystem, and overall strategy for digital integration across multiple channels, platforms, and devices
- Touchpoints included social media, blog and website integration, online advertising, paid social, paid search, SEO, mobile presence, email marketing and CRM integration, as well as an abundance of ever-emerging interaction opportunities integrated with traditional offline ad mediums
- Served as thought leader in aligning digital marketing strategy with client's business goals and objectives and drove high-level discussions on the role of digital within the total marketing ecosystem
- Presented CRM best practices and innovations to client leadership and agency partners to improve Cadillac CRM efforts

Marketing Associate

 **See3 Communications**

 **Chicago, IL**


 **Jan 2013 – May 2013**

Digital Marketing and Analytics Support at an Interactive digital agency working with non-profits and social causes

- Crafted monthly analytics dashboards & present to agency stakeholders on digital marketing performance metrics including: social media engagement, email & blog reach, and web analytics
- Developed web content for email marketing, social media, and company blog efforts, and assisted project management and coordination with responsible parties to ensure timely execution of client deliverables

Digital Marketing Associate **Medtronic Diabetes**


 **Northridge, CA**


 **May 2012 – Aug 2012**

CRM and Lead Nurture Strategy Direction at the largest medical device manufacturer in the world

- Developed strategies for large-scale customer acquisition campaigns; was instrumental in launching Medtronic's first-ever lead nurture initiative, redefining their approach to Customer Relationship Management
- Focused on program strategy development, consumer re-segmentation & progressive profiling, project management & planning, coordination with large creative agencies, and additional consumer marketing efforts

Market Research Intern

 **Insight Consulting Group**  **Chicago, IL**

 **Jan 2012 – May 2012**


Market Research and Insight generation for a variety of CPG and medical device brands

- Gained valuable knowledge about market research methodology and how such information can inform strategic activations by observing focus groups, synthesizing the data collected, and converting it to usable market insight for a variety of brands

PR Project Consultant

 **Her Story Theatre**

 **Chicago, IL**

 **Aug 2011 – Dec 2011**

Public Relations work for a small non-profit theatre that works against human trafficking

- Performed extensive market analysis and internal auditing to build Her Story Theatre's digital identity and strengthen brand perception using strategic public relations and social media communications
- Developed social content calendars to highlight Her Story events and efforts and establish Her Story as a reputable organization for human rights activists and Chicago theater Community
- Crafted press releases, newsletters, and other collateral to support Her Story's communications needs

Education

Loyola University Chicago

Bachelor of Arts in Advertising and Public Relations (Minors: Marketing and Music)

- Graduated Magna Cum Laude from the Loyola University Interdisciplinary Honors Program
- Studied abroad; John Felice Rome Center; Rome, Italy—Jan-May 2011

Additional

- Nominated and chosen by agency leadership to represent Organic at Omnicom's Emerging Stars 2014—a 6-day conference in San Francisco, culminating in delivery of a new business pitch to a panel of judges including P&G clients