

Chanelle Schneider

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EDUCATION

B.A., Media & Communication Studies

B.A., Philosophy

University of Maryland Baltimore County (UMBC) - Baltimore, MD

In progress

STRENGTHS

Media savvy, internet savvy, problem solver, personable, professional, perceptive, discrete, patient, adaptable, courteous, empathic, responsible, future-thinking, initiative-taker, detail oriented, eye for accuracy, willing to learn, excellent communication skills (listening, oral, written skills), excellent organizational skills, ability to work independently and as part of a team, ability to work on multiple concurrent projects, technologically savvy, sensitivity and ability to work with individuals and groups of diverse cultural, socioeconomic and lifestyle backgrounds, excellent telephone manner, likes to travel

Computer Skills & Knowledge

- Microsoft Software: Outlook, Word, PowerPoint, Excel
- Adobe Software: Acrobat Pro, Photoshop, Illustrator
- Internet searches, video and image embedding
- HTML, Search Engine Optimization strategy

QUALIFICATIONS

Collateral Development & Execution

Created business cards, event flyers and informational brochures for multiple student organizations and administrative offices using Adobe and Microsoft software

Marketing/Communications Assistance & Outreach

- Developed, publicized, and lead weekly interactive, educational and diverse programs for campus numbering 10,000+ students
- Assisted in creating training materials for student workers
- Volunteered with Education Based Latino Outreach (EBLO) to mentor inner city youth

Trend Spotting/Media Monitoring

- Publish marketable articles using SEO techniques, web analytics and trends in user interaction
- Connected to multiple influencers in social media, marketing, PR and communications through Twitter

Researching

- 6 years experience with research databases (LexisNexis, EbscoHost, etc)
- Creates targeted Google Alerts and RSS feeds to stay up to date
- Conducts relevant keyword web searches

Creative Writing/Editing

- Write, edit and market self-hosted career and life advice website for underemployed, Generation Y non-graduates
- Publish consistent content on social media for Examiner.com

RELEVANT EXPERIENCE

DC Social Media Examiner

Examiner.com June 2010 - Present

Freelance Writer/Blogger/Designer

Independent May 2008 - Present

Sales Lead

The Body Shop August 2008 - August 2010

Cultural Peer

Center for Culture & Diversity, Interfaith Center Oct 2005 - June 2007