

Chanelle Schneider

Passion. Performance. Enthusiasm.



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Professional Experience

Social Media Marketing Director for The Mid-Atlantic Independent Entertainment Awards (Intern)
Mahogany Jones Entertainment Group, LLC (August 2010 – January 2011)

Achievement

Given additional responsibility of designing social media marketing campaigns for assigned clients

Activities

COMMUNITY MANAGEMENT

- Created relationships through mutually beneficial engagement with users of social media
- Tracked and analyzed brand mentions analytics tools and social media management applications
- Managed opportunities and crises in user generated content regarding brand

MARKETING

- Developed, designed and implemented internal and external marketing materials and programs
- Developed and distributed press releases and email campaigns
- Sought out partnerships with key business supporters
- Create and update daily, weekly and monthly reports
- Analyze campaigns and translate qualitative data into revision plans

WEBSITE DEVELOPMENT

- Conducted keyword research including cataloging and indexing target keyword phrases

Founder and Community Manager

[@GenYChat](#) (September 2009 – Present)

Achievement

Strengthened social media influence score by 153% in 1 month

Activities

COMMUNITY MANAGEMENT

- Managing a strategic and tactical multimedia branded campaign
- Regular, consistent communication through online advocacy, copywriting, and community outreach
- Daily monitoring of brand reputation
- Engagement of social media users mentioning generational keywords
- Weekly production of transcripts including measurement data

Sales Lead

The Body Shop, Inc. (August 2008 – August 2010)

Achievements & Activities

RETAIL MANAGEMENT

- Co-managed the store in absence of store manager
- Lead store employees with most number of customer loyalty cards purchased
- Trained and provided constructive feedback regarding work performance to employees
- Exhibited thorough knowledge of the store mission, purpose, history and products

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Lead; Cultural Peer

Center for Culture & Diversity, Interfaith Center at UMBC (October 2005 – June 2007)

Achievements & Activities

EVENT PLANNING

- Promoted to Lead Cultural Peer in August 2006
- Developed partnership with CampusProgress.org, expanding branding and awareness
- Designed and distributed all marketing literature to publicize events
- Assisted in day-to-day management of two centers on campus
- Served as liaison with student organizations; provided reports to senior professional staff

Overview of Qualifications

COMMUNICATOR & FACILITATOR

Social Media Curator

- Highly influential in the social media community
- Created the only [Google Twitter Chat calendar](#) to aid in management of social media presence
- In-depth understanding of YouTube, Facebook, LinkedIn, TweetMeme, Digg, StumbleUpon, Reddit

CONTENT

Blogger, Creator [There From Here](#)

- Created There From Here blog on WordPress; transitioned to self-hosted domain on WordPress.org
- Increased Alexa Traffic Rank by 175% in 1 month
- Perform SEO consultation on a volunteer basis
- Appeared in stories by MSNBC and NPR
- Contributor to Associated Content (Yahoo Contributor Network)
- Washington, DC Social Media Examiner
- Editor and Contributor to YoungWritersBlock.org
- Guest contributor for 12 blogs and sources of digital media

Education and Knowledge

KNOWLEDGE

Overview

- Highly proficient in a variety of applications including Microsoft Office and Adobe
- Extremely experienced with Internet searches, video and image embedding, Google Docs, FBML, HTML, CSS, and Search Engine Optimization strategy

EDUCATION

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

- B.A., Media & Communication Studies
- B.A., Philosophy