

JENNIFER SCHUMACHER

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EXPERIENCE

Yahoo! Inc, Sunnyvale, CA

2011 - 2012

Experiential Marketing Manager

Deliver rich offline & online brand experiences that draw consumers closer to Yahoo's online brand and products.

- Create & implement local & national press worthy, innovative marketing programs involving events, guerrilla & grassroots efforts, promotions, entertainment and social marketing.
- Drive ideation for experiential marketing ideas, cull them into tangible and effective program ideas and persuasively pitch concepts to stakeholders, iterating as necessary to meet strategy and objectives.
- Manage communication across multiple Yahoo platforms with internal & external partners

Yahoo! Inc, Sunnyvale, CA

Yahoo Employee Foundation Grants Committee Member

- Championed grant for local non-profit through the YEF organization
- Received & processed grant submissions, recommending the submissions that meet the guidelines to the YEF Board

Social Marketing Consultant, San Francisco, CA | Dallas, TX | Kampala Uganda

2009-2012

Develop integrated marketing campaigns to increase awareness, member/donor numbers. Produce branding videos and incorporate them in social media, exploiting Facebook and Twitter for clients such as these.

- **Forbes.com:** Developed & maintain social media and marketing strategy for reporter Kym McNicholas' brand.
- **Go Inspire Go:** Developed a social strategy for this website's audience, and engaged the audience with original videos and other multimedia content. Increased audience numbers by 12%. Due to overwhelming success I was nominated and now reside on the board of this non-profit.
- **DooF:** Developed a social strategy and media for this fun food site to raise funds and reach a wider audience of potential donors. Increased donations by 10%.
- **Empower African Children:** Produce mission videos to attract and educate potential donors.

R2C Group, Portland, OR

2007-2010

Creative Account Executive

Managed client, internal, and external teams to create award-nominated commercials.

- Supervised campaign development. Created and managed production agreements, proposals, timelines, creative briefs, budgets, campaign costs, task priorities, and electronic media briefing for creative staff.
- Liaising between client and studio by maintaining regular contact with both and ensuring that communication flows effectively by delegating work, briefing media, creative and research staff and formulating marketing strategies.
- Managed client communication and negotiations. Ensured that all media production stayed on top of the client's product, advertising requirements, business culture and competition.

Nike Inc, Beaverton, OR

2006-2007

Presentation Specialist

Produced, researched, designed and created original media presentations and images.

- Managed and produced the creative direction of production briefs, design, and creative process partnered with Nike Brand Design.
- Set visual goals for each fiscal year and aligned imagery, audio and video with the vision and voice of the Nike brand.
- Partnered with internal Nike AV teams to provide highly praised Brand Manager presentations.

Nike Inc, Beaverton, OR

2004-2005

Media Content Coordinator/Producer/Editor

Produced and edited video for internal consumer events, and managed internal website.

- Distributed internal marketing concepts domestically and internationally for internal Speaker Series events. Developed key marketing points on DVD and Web, managed outsourcing and timelines for all media development.
- Launched proprietary consumer insight exhibits, incorporating multimedia, for all internal employees.

EDUCATION

ACADEMY OF ART UNIVERSITY, San Francisco, CA (2011)

MA Multimedia Communications

UNIVERSITY OF OREGON, Eugene, OR (2003)

B. S. Art and Multimedia

School of Architecture and Allied Arts -GPA 3.7

SKILLS

Brand marketing and strategy

Microsoft Project

Facebook, Twitter, Skype

Web design and strategy

Adobe CS5

Final Cut Pro Suite