

JILL A. SCHNEIDER

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As an Inbound Marketing professional with a BA in Professional and Technical Writing, I have gained valuable knowledge on the elements required to create compelling, effective, professional documents. Expanding my critical thinking skills and understanding of theoretical communication concepts has enabled me to communicate clearly and concisely in writing and verbally. My professional office experience has given me the knowledge and skills to be proficient in any organization.

Experience

HIVE Digital Strategy, HubSpot

Partner Agency

Content Manager

2021-Present

Partner with execution teams to create and deliver high value to clients in the form of blog articles, newsletters, lead nurturing emails, and long-form content (guides, eBooks). Create compelling, search engine optimized headlines. Collaborate quarterly with teams to plan a content strategy. Create lists and workflows for lead gen campaigns. Update company and contact records to maintain data integrity. Currently hold 10+ HubSpot Certifications.

Ascend Business Growth, HubSpot

Partner Agency

Project Manager

2020-2021

Marketing Assistant

2018 - 2020

Plan, organize, schedule & facilitate client meetings, create campaigns, and implement marketing strategies working within budget constraints, content creation/copywriting, content and copy editing, SEO, social media marketing, website development (landing pages), and marketing data analytics.

Michigan Lottery

Claim Center Office Support

2015-present

Assist claimant with completing a standard form. Ensure information is accurate. Enter claimant information into database. Utilize the Michigan Treasury system to check for claimant debts. Entrusted with highly sensitive personal identification information.

Education

Saginaw Valley State University

BA Professional and Technical Writing

Creative Writing Minor

December 2018 GPA 3.827

Delta Community College

Associates Degree

Business Management

December 2009-Presidents List

Delta Community College

Certificate

Professional Studies in Office

Administration