

# KATIE SCHMITZ

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## Experience

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### Senior Global Strategist, Dentsu Aegis Network; Detroit, MI

May 2015 – Present

Consumer Insights, Global Market Understanding, and Strategic Leadership for the Chevrolet Global Content Studio

(Specifically responsible for key global strategy markets: Korea, Thailand, Middle East, India, Singapore, Mexico, Canada, Colombia, Argentina, Brazil, and U.S.)

- Serve as strategic consultant both internally and to clients for consumer relevance, brand alignment, and overall digital best practices, with a strong focus on consumer understanding and insight
- Conduct primary and secondary research in order to have a 360° view of each market's environment, culture, brand position, and consumer trends
- Mine consumer insights from social listening and additional data sources in order to develop briefs and strategic approach to fuel a responsive content engine
- Connect global brand with global, regional, and local activations, infusing local up to support a globally consistent, yet locally relevant brand presence
- Create comprehensive digital marketing strategies based on key consumer insights, including: brand essence, ecosystem planning, platform and content strategy across paid, owned, and earned channels
- Lead integration with analytics team to define global content objectives, develop KPIs and measurement plans, and incorporate key insights uncovered to optimize and inform future strategic approaches—a truly data-driven approach

Client Relationship Management

- Help structure and present recommendations to client leadership for approval and guide clients in defining their brand identity and digital vision

Agency Growth

- Created and presented the agency's first ever Global Content Compass—a Strategic tool that informs all global Chevrolet communications efforts, in order to increase brand alignment and codify 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 how to utilize data and cultural trends to impact brand momentum

### Senior Strategist, Organic; Troy, MI

Apr 2014 – May 2015

Consumer Insights and Strategic Approach Leadership on Kimberly-Clark brands (U by Kotex, Poise, Depend, Pull-Ups, and GoodNites) as well as new business initiatives

- Conducted consumer research (both primary and secondary), insight analysis, persona development, and journey mapping that resulted in a best-in-class consumer understanding for both client and agency
- Created comprehensive digital marketing strategies based on insights gleaned, including: brand architecture, digital landscape and ecosystems, platform strategy, and content strategy, as well as plans for integration with traditional offline mediums
- Performed extensive brand research, competitive audits, technographic research, concept testing, and other forms of market analysis to glean insights and support strategic recommendations as well as create an agency center of excellence
- Created briefs and strategic POVs based on intimate understanding of the target and brand objectives and presented to creative and other internal teams for development
- Lead integration with analytics team to define KPIs, develop reports, and optimize digital marketing initiatives based on key insights uncovered

Agency Growth

- Implemented CRM best practices with key client leadership that resulted in the launch of advanced engagement scoring and lifetime value analysis for multiple brands—a crucial step in redefining audience intelligence

- Added to Organic's client roster through contributing consumer analysis, market research, and strategic development for several new business initiatives
- Increased Organic's visibility within the Omnicom network by representing the agency at Omnicom's Emerging Stars Conference 2014

### **Digital Strategist, Lowe Campbell Ewald; Detroit, MI**

**Jun 2013 – Mar 2014**

Lead CRM strategist and digital content planner on Team ROGUE for Cadillac

- Crafted digital advertising strategies, which included developing strategic pillars and 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 that integrate with traditional ad mediums
- Integrated with paid media, experiential, social teams, technology partners, etc. and worked closely with brand planning and analytics teams to construct strategies founded in data and consumer insight
- Presented CRM best practices and innovations to client leadership and agency partners to continually improve Cadillac CRM efforts

### **Marketing Associate, See3 Communications; Chicago, IL**

**Jan 2013 – May 2013**

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

- Analyzed and presented marketing opportunities for See3's lead generation efforts
- Monitored online metrics including social media engagement, email and blog reach, and web analytics to create monthly dashboards and present to agency stakeholders
- Collaborated on web content for email marketing, social media, and company blog efforts

### **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 and was instrumental in launching their first-ever lead nurture initiative, which redefined their approach to Customer Relationship Management
- Focused on the development of program strategy, consumer re-segmentation and progressive profiling, project management and planning, coordination with large creative agencies, and other consumer marketing efforts

### **Market Research Intern, Insight Consulting Group; Chicago, IL**

**Jan 2012 – May 2012**

- 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 CPG and medical device brands

## **Education:**

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### **Loyola University Chicago**

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

- Graduated Magna Cum Laude—GPA 3.7—from the Loyola University Interdisciplinary Honors Program
- Studied abroad; John Felice Rome Center; Rome, Italy—6 months

## **Additional:**

- Nominated and chosen to represent Organic at Omnicom's Emerging Stars Program in Fall of 2014—This consisted of a week-long conference in San Francisco, culminating in a new business pitch for P&G