

Jacob Schwarzingler

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2014 -
Present

WEB DESIGNER & MULTIMEDIA COORDINATOR

Housing & Residential Life
University of Minnesota | Minneapolis, Minn.

- Manage, create, and design websites and Drupal content management system (CMS)
- Develop and source content for web, social media, digital signage, and print publications including: copy, videos, photos, and graphics
- Responsible for coordinating, planning, writing and editing messages for various audiences via website, email, digital signage, and more
- Lead departmental videography and photography strategy
- Develop social media strategies that support student communities
- Integrate social media into departmental communication strategies
- Provide leadership for departmental communication committee
- Manage student communication and design staff
- Assist in directing the work and training of 20 computer lab and technology support student employees
- Assess web and social media analytics
- Assist with the development of departmental brand and style guide
- Provide internal customer service by responding to support tickets and technology help desk phone calls related to technical problems, and marketing & communication-related projects

EDUCATION

Winona State University
2008-2012
Bachelors of Arts

Mass Communications Major
with Broadcasting emphasis
Computer Science Minor

2012 -
2014

COMMUNICATIONS SPECIALIST

Residence Life & Housing
University of Delaware | Newark, Del.

- Managed and developed: marketing & communication initiatives and campaigns, social media strategy & content, website strategy & content
- Developed and implemented communication & marketing policies and plans
- Served as the primary photographer and videographer
- Visually merged two departments (Office of Residence Life, and Housing Assignment Services) by creating one unified brand, website and web presence
- Collaborated with the University of Delaware Office of Communications and Marketing (OCM), and Information Technologies to redesign departmental website
- Advised, guided and collaborated with faculty, students, and staff regarding university-wide and departmental communications projects and initiatives
- Coordinated with the OCM to develop press releases
- Developed, implemented and monitored the communications budget
- Supervised communications student worker
- Assisted in creation of departmental strategic plan

TECH. SKILLS



Adobe
Photoshop



Adobe
InDesign



Adobe
Illustrator



Adobe
Dreamweaver



Adobe
Premiere



Apple
Final Cut



HTML/CSS



Drupal



Wordpress



Google Apps



Microsoft
Office 360



Apple
iWork

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2009 -
2012

WEB CONTENT DEVELOPER

Web Communications
Winona State University | Winona, Minn.

- Wrote, edited and managed timely content for the WSU website and WSU social media, (Facebook, YouTube, Flickr and WordPress), for a diverse internal and external audience
- Produced, designed, edited featured videos, photos, graphics, and copy that supported brand identity
- Created and managed WSU's social media (WSU's Flickr group, YouTube channel, and Facebook)
- Provided web and video one-on-one support and training to the campus community
- Proofed and published content to the WSU website using both the Open Text content management system and HTML coding
- Responded to the needs of departments by creating innovative dynamic forms to assist with website building
- Assisted with internal branding and marketing campaigns

2011

INFORMATION OFFICER

Department of Natural Resources
State of Minnesota | Saint Paul, Minn.

- Updated and created new webpages
- Promoted outreach events through original photography and videography on DNR social media and the DNR website

POINTS OF PRIDE



ACUHO-I Member
Since 2012



University of Minnesota
Communicators Forum Member



Step Up Active
Bystander Certification



Eagle Scout with
Gold, Silver and Bronze Palms



LGBTQ+ Ally

SKILLS



Windows 7-10



OS X



Chrome OS



Ubuntu



iOS



Android



Facebook



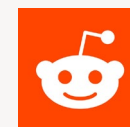
Twitter



Instagram



Snapchat



Reddit



Pinterest



LinkedIn



Google Plus