

JACOB SCHWARZINGER

JacobSch.com | JacobSchwarzinger@gmail.com | 952.232.9614

2014 -
PRESENT

WEB DESIGNER & MULTIMEDIA COORDINATOR

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

Strategy: Communication, Marketing, Content, Multimedia, and Web/Social Strategy

Web Design: Manage, create, and design HTML websites within Drupal content management system (CMS) and traditional websites outside a CMS

UX: Design user-interfaces for web applications and HTML emails, and refine user experiences using Litmus testing for emails, and a lab for usability testing

Graphic Design: Develop and source content for web/social media/digital and print publications including copy, videos, photos, and graphics

Email Marketing: Develop HTML email templates, edit email content and send emails via Salesforce Marketing Cloud

Multimedia Production: Lead video & photography strategy, capture, and editing

Social Media: Integrate social media into departmental communication strategies & develop strategies that support student communities; manage platforms

Writing: Responsible for coordinating, planning, writing and editing messages for various audiences via websites, emails, social media, print publications and more

Training: Train staff on social media, CMS, and digital signage

Assessment: Utilize Google Analytics for website analytics, and data from our social media to provide staff with insights

Leadership: Manage interns, and lead departmental communication group

EDUCATION

Winona State University
2008-2012
Bachelors of Arts

Mass Communications Major
Computer Science Minor

SKILLS



Adobe
Creative Cloud



Salesforce
Marketing Cloud



HTML/CSS



Drupal



Microsoft
Office



Google
Suite

2012 -
2014

COMMUNICATIONS SPECIALIST

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

Strategy: Communication, Content, Multimedia, and Web/Social Strategy

Graphic Design: Developed and implemented communication & marketing plans

Branding: Created a unified brand when two departments merged (Office of Residence Life, and Housing Assignment Services)

Multimedia Production: Lead video & photography strategy, capture, and editing

Social Media: Managed day-to-day operations of accounts

Writing: Responsible for coordinating, planning, writing and editing messages for various audiences via websites, emails, social media, print publications; coordinated with the Office of Communications and Marketing (OCM) to develop press releases

Web Design & Content Strategy: Collaborated with OCM, Information Technologies, and internal stakeholders to redesign departmental website

Leadership: Developed & managed communications budget; supervised student staff; assisted in creation of departmental strategic plan

POINTS OF PRIDE



Star Performer
Award, University
Services

10+

UMN Communicators
Forum & ACUHO-I
Awards Won in '17-'18



Exceptional
Service Award,
Auxiliary Services



Eagle Scout



Communicators
Forum Member



ACUHO-I
Member



UMN Equity
& Diversity
Certificate



Step Up Active
Bystander
Certificate