

# Christy Schulte

## Digital Content Marketing

Experienced communications manager with a background in digital content marketing and event management.



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## SKILLS

Digital Content Marketing

Email Marketing

Event Management

Event Marketing

Media Relations

Photography

Project Management

Storytelling

Web Content Creation

## WORK EXPERIENCE

### Communications & PR Manager Make-A-Wish Michigan

08/2015 - Present

*Achievements/Tasks*

- Manage annual appeal mailing and digital efforts including all content creation, resulting in an increase of 203% in fundraising revenue (a 535% increase in online revenue) from 2016 to 2020.
- Oversee organization's email marketing efforts, creating all content and monitoring analytics; saw an increase in the average email gift by 43% from 2019 to 2020.
- Write content for email, web and bi-annual print newsletter; recognized as a storytelling partnership winner by Make-A-Wish America in both 2019 and 2020 (60+ chapters submit wish stories each quarter).
- Conduct media outreach for wishes and events throughout the state (excluding Grand Rapids).
- Draft press releases, media advisories and talking points to secure media opportunities.
- Develop scripting and program for annual Walk For Wishes and WAMmys award show.

### Community Relations Manager Detroit Red Wings

09/2011 - 08/2015

*Achievements/Tasks*

- Oversaw all CR events as well as player and coaching staff community meet and greets; saw a 73% increase in funds raised and in-kind donations made as manager.
- Coordinated the creative and marketing components for web and email for all CR initiatives.
- Maximized PR opportunities surrounding community programs and events, including securing a 30-minute FOX Sports Detroit Wingspan episode on the team's community initiatives and a human-interest piece in Yahoo! Sports.
- Launched the @drwcommunity Instagram account with more than 6,000 followers in Sept. 2014 and overhauled community section of DetroitRedWings.com.
- Secured NHL Foundation Award for Henrik Zetterberg in 2013 with 75-page nomination packet.
- Managed one full-time staffer, two part-time assistants and three game night volunteers each season; managed community relations budget.

### Community Relations Coordinator Detroit Red Wings

03/2010 - 09/2011

*Achievements/Tasks*

- Wrote all community relations press releases and coordinated media requests for all community events and appearances.
- Coordinated all CR fundraising activities, including theme nights and in-game collections.
- Managed team's memorabilia donations program that donated more than \$1.7 million of in-kind donations since 2005.

## EDUCATION

### Bachelor of Arts, Communication Studies, Sport Management University of Michigan

09/2005 - 12/2009