

DEBRA SCHUG

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EXPERIENCE

August 2018-Current [Simutech Multimedia](#) Ottawa, Canada/Chicago, IL

Marketing Communications Manager

- Provide strategic communication services to help meet and exceed a growing simulation software company's PR and marketing goals
- Serve as media relations contact while pitching a mix of trade and mainstream manufacturing reporters and editors with briefs for articles
- Write, edit and produce content marketing materials, including press releases, e-mail campaigns, product announcements, blog posts, social media and internal communication messaging
- Develop and execute an edit content calendar containing topics for blog posts, webinars, demos and whitepapers that align with marketing campaigns as well as higher-level SEO strategy
- Manage social media channels to promote content and engage current and potential customers
- Research, plan and manage conferences, trade shows and executive speaking events

May-August 2018 Freelance Chicago, IL

Editor, Writer & Communications Consultant

- Contributing writer for Food Manufacturing Magazine, covering a [Thailand food production press trip, packaging](#) and a media tour of South Dakota's dairy industry
- Contributing writer and editor for ProFood World Magazine, covering topics such as [inspection systems](#) and [increased automation in food and beverage production](#)
- Ghostwriter and advised in strategic content management development, including topics for webinar series on advanced manufacturing, for [CRB Engineering, Architecture, Construction and Consulting](#)

2014-May 2018 BNP Media Deerfield, IL

Editor in Chief of Food Engineering and Program Director of Food Automation & Manufacturing Conference

Features Editor of Food Engineering Magazine (2014-2016)

- Managed the day-to-day operations of a trade publication covering the [food and beverage manufacturing industry](#)
- Led a team of editors and writers to grow the B2B publication as a trusted and leading voice in all forms, including the 12x a year print magazine, social media, webinars and videos
- Built a reputation as a decision influencer by [solid reporting](#) and providing industry [analytical insights](#)
- Wrote food and beverage plant tours and profiles on [Kraft-Heinz](#), [Ben & Jerry's](#) and [Abbott Nutrition](#)
- Interviewed and networked with experts from companies such as Siemens, Rockwell Automation, Tetra Pak and Schneider Electric at press trips, [trade shows](#) and [special events](#)
- Planned, managed and developed the agenda for the magazine's annual [Food Automation & Manufacturing Conference and Expo](#)
- Organized and emceed FA&M's educational sessions
- Presented the well-received [State of Food Manufacturing](#) address to conference attendees
- Recruited dozens of executives to present at the conference by personally developing contacts from top food and beverage companies, including Maple Leaf, DanoneWave, Kraft-Heinz, Campbell's, Land O' Lakes, Clif Bar, Land O' Frost, Sargento Foods and Smithfield Foods
- Created and moderated the conference's first panel discussion on [Women in Manufacturing and Engineering](#)

- 2007-Dec. 2013 Specialty Information Media (M2Media360) Park Ridge, IL
Managing Editor of National Petroleum News and Fuel Oil News
- [Editor for two B2B magazines and websites](#)
 - Wrote about wide-ranging and technical topics for feature articles and news stories
 - Worked with the production and art departments to produce flawless, on-time issues
 - Compiled and produced the annual petroleum statistical report, MarketFacts
- 2005-2007 Clear Channel Radio Northfield, IL
National Producer/Writer/Editor
- Wrote radio news stories for a network of local news stations located around the country
 - Exercised keen news judgment to identify great stories hiding in small places
 - Rewrote regional and/or stale copy to suit a national audience while making it more engaging
- 2005-2006 Northeastern Illinois University Chicago, IL
Journalism Instructor
- Developed the curriculum and taught a news writing class
 - Taught students how to effectively reach their audiences through exceptional writing
- 2004-2005 WGEM-TV Quincy, IL
News Producer
- Wrote and produced a live morning news television show
 - Rewrote copy and used acumen in deciding newsworthiness of newscast content
 - Booked live studio and remote interviews for the broadcast
- 2002-2004 KPWB-TV Ankeny, IA
Master Control Operator and Promotions Assistant

EDUCATION

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| 2004 | Iowa State University | Ames, IA |
| | <i>M.S. in journalism & mass communication</i> | |
| 2000 | University of New Mexico | Albuquerque, NM |
| | <i>B.S. in anthropology, summa cum laude</i> | |
| Fall 1997 | Salzburg College | Salzburg, Austria |

HONORS & SCHOLARSHIPS RECEIVED

- Awarded ISU Graduate Research Excellence Award & elected Kappa Tau Alpha (2004)
- Awarded Journalism Graduate Scholarship & Teaching Assistantship (2003)
- Elected Phi Beta Kappa, Phi Kappa Phi and admitted to Golden Key Society (1999-2000)
- Awarded Amigo Transfer Scholarship (1998-2000)