

JENNIFER SCHEMKE

WRITER

CONTACT

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Portfolio:
www.theschempirewrites.com

SKILLS

- Copy Editing
- Proofreading
- Microsoft Office Suite
- Google Business Suite

Style Guides:

- AP
- Chicago
- Strunk & White

OVERVIEW

Brewing functional, creative content like coffee, hurdling deadlines in a single bound, I'm a solution-oriented team-player, and a productive lone wolf. The synergy of my experience in the arts, team-building, sales, and education, provides value along the writing, marketing, and customer experience spectrum. With words, I aim to engage and empower my clients, and their customers, to keep them scrolling down to the last drop, encouraging them to return as advocates.

WRITING

2014-present

- SEO-Friendly Copy, Blogs, Social Media Posts
- Inbound Marketing, Video Scripts, Product Names/Descriptions
- Emails, Newsletters, Speeches
- Ghost Writing, Autobiographies and Bios, About Us Stories
- Non-Fiction Writing (particularly in the Health and Wellness, Self-Improvement and Marketing space.)

Recent Clients Include:

- **Surya Rugs:** Created wish-list-worthy names and descriptions for rugs, pillows, lamps and other home accents, for their white-labeled brands on Walmart.com, Overstock.com and Amazon.com.
- **PrintFast Marketing:** Increased revenue growth 20-25% for clients in the HVAC, Plumbing and Electrical space through SEO-targeted blogs, social media posts, and newsletters, and significantly grew Print Fast's client base, writing blogs on the subject of marketing, to successfully launch their digital marketing department.
- **Remax Gold Elite Partners:** Wrote verbiage for MLS and flyers to speed property sales, as well as video scripts for 50+ agents in Solano, Lake and Marin Counties.
- **Sessions Group Healing:** Increased brand awareness and online engagement with social media content strategy and creation, email marketing and consulting.
- **NV Cleaning Service:** Helped define brand voice, boost SEO and increase online presence through fresh website copy and consulting services.
- **Outliers Apparel:** Strategized with the creative team to develop brand-voice, website copy, and product descriptions for B2C outreach across multiple channels.
- **Genesys:** Generated B2B leads through engaging white papers about omni-channel customer experience and contact-center solutions.

B2B MARKETING/INSIDE SALES

2011-2013

● **Account Executive/Lead Generator,
Viametric B2B Marketing**

Generated qualified leads through email outreach. Grew portfolio 633% during my tenure, increasing it from \$150K to \$1.1M, with less than 10% churn. Maintained multiple happy client relationships. Clients Included: ExaGrid, Allen Tech, ForeScout, Xpandion, ProcessUnity, RiverPoint, co-eXprise, Maponics, Hanu.

2005—2008

● **Lead Generator,
The Queen of Leads**

Generated and maintained an unprecedented number of leads, built relationships through phone and email outreach, on behalf of multiple group insurance brokers. Clients included: Transamerica, Aon Consulting, Genesys, The Mahoney Group.

TEACHING, CONSULTING, AND TEAM-BUILDING

2008-2011

● **Teacher/Director,
Dauphine Rose Improv Studio**

Wrote and facilitated corporate teambuilding programs, improving employee communication, efficiency and happiness, using the tenets of comedy improvisation. Clients Included: EPNO: Emerging Philanthropists of New Orleans, Tulane University Pediatric Residents, Tranzon Real Estate Auctions, Blue Bag Ikea Service. Great references.

2009-2010

● **University of Louisiana at Lafayette**

Taught Intro to Theatre and Acting for Non-Majors.

2003-2006

● **Los Angeles Unified School District**

Substitute teacher, long and short-term assignments, Gifted and Special Ed, grades K-3.

2009

● **Native Lens Superfly Project**

Mentored Native-American youth for 36-hr film project for Seattle Int'l Film Festival.

1996-1998

● **Adda Clevenger School, SF, CA**

Asst. theatre and visual arts teacher grades K-5.

EDUCATION

1998-2001

● MFA (Acting), **DePaul University**

1992-1996

● BA (Theatre Arts), Minor (Creative Writing),
San Francisco State University

ADDITIONAL EDUCATION

- The Groundlings Comedy School
- The Second City Writing Program
- Ellen Sandler's Sitcom Writing Program
- BADA Midsummer in Oxford Shakespeare Study

WRITER/DIRECTOR

- "Pimp My Rascal"
(Official Selection, Los Angeles
Comedy Shorts Festival)
- "Abs Like Jesus"
(Official Selection, STIFF ,
Short Indie Festival Toronto)
- "Soleil Ombre"
(Fan Favorite, Tom Todoroff
Conservatory Film Festival)

FUN SKILLS OF NOTE

- Vocalist (B2-D5,)
- Voice-Over
- Harmonizing
- Conversational German
- Working with Color and Design
- Yoga
- Stand Up Comedy

CLIENTS ARE SAYING

"We wanted a session that would kick off our annual meeting by encouraging interaction and communication by attendees from our 30-plus offices around the country, who rarely see each other during the course of the year. Many were new to the company and had never met each other. By the end of our opening "Improv" ice-breaker session, we were all "best friends" and the spirit of open communication and collaboration continued throughout our three days of meetings. What a great way to get the ball rolling!!"

-David E. Warren, President, Tranzon

"Wow! Jennifer is a RARE talent. I feel so fortunate to have found her. She truly brought our vision to life. Her keen ability to write captivated our company image so well. Jennifer truly listened to us, masterfully digested our feedback, and produced a piece of art. Her work is pure literary genius! Reading her handiwork was like candy for my brain. You won't find a better wordsmith than Jennifer."

-Jared A. Plank, CEO Outliers Apparel

"Jennifer was the greatest hire for my project. Kind, funny, professional, creative, "gets it", easy to work with and delivers! She is a gift to her clients!"

-Tally Barr, Founder of Sessions Group
Healing and Emmy-nominated Producer

Jennifer has been an asset to our content creation team. Clients enjoy engaging with her. Her writing style provides the necessary tone required to connect with today's "on-the-go" audience. Jennifer's ability to capture the targeted topics and convert them into a story that engages the local audience is crucial in content creation. Jennifer's style of writing is fun, and charismatic. She has a writing style that creates an engaging journey that feeds the reader's imagination, and ultimately leads them to the goal, which in turn adds value to the technical content.

- Eric Silverstein, Chief Marketing Officer,
Digital Strategist, PrintFast Marketing

"Jennifer Schemke seems to have a gift for inspiring students to reach beyond what they have been able and comfortable doing before."

-Ryan Wallis, Attorney

"Jennifer possesses passion, professionalism and sincerity that inspire trust and confidence."

-John Crumlish
Public Relations Consultant

"While I was at Aon Consulting in Los Angeles, I had the pleasure of presiding over two telemarketing projects where we utilized the tremendous talents of Jennifer Schemke. These projects were the most successful of all the marketing efforts we undertook. Jennifer's ability to gain the attention and interest of prospects was more than we could have hoped for. Jennifer became known for her knack to instill passion in new prospects."

-Joe Dodge
Regional Vice President
Transamerica Insurance