


ELIZABETH SCHROEDER

She | Her | Hers

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EXPERIENCE

INDUSTRIOUS LABS

SR. COMMUNICATIONS STRATEGIST, CIRCULAR ECONOMY OCTOBER 2023 - PRESENT

- Develop and implement a comprehensive communications strategy to increase awareness of landfill pollution and drive policy/regulatory solutions at the state and federal level
- Leverage strategic media outreach, proactive and creative story pitches, and relationship building to more than double media coverage year-over-year
- Lead strategic message development and adapt key messages to meet the political moment
- Supervise a network of consultants, including PR professionals, designers, and videographers
- Convene and facilitate a communications working group of communications professionals across organizations

VOTE SOLAR

DIRECTOR, CAMPAIGN COMMUNICATIONS (INTERNAL PROMOTION)

APR 2022 - OCTOBER 2023

- Oversaw communications content and strategy for clean energy advocacy campaigns across 20 states
- Managed two high-performing Communications Associates
- As a communications team leader, worked with Chief Communications Officer and Digital Engagement Director to establish efficient, inclusive team norms and best practices
- Collaborated with Chief Communications Officer to develop, pilot, and improve crisis communications protocol
- Developed internal and external communications on behalf of the Executive Director, including emails, public statements, and opinion pieces
- Worked with a cross-departmental team to refine annual planning process
- Supported internal communications efforts, including brand refresh and development of organizational values

WHO I AM

- Collaborative
- Resourceful
- Inclusive
- Open-minded
- Adaptable
- Creative
- Kind
- Driven by mission and impact
- A lifelong learner

WHAT I LOVE TO DO

- Think deeply about audiences and messengers, villains, victims, and heroes
- Create narratives that inspire and drive tangible change
- Create comprehensive, multi-channel communications strategies
- Think big and zoom in on the details
- Challenge my own assumptions
- Develop and mentor staff
- Cultivate team environments built on mutual trust, respect, and psychological safety
- Have fun at work

VOTE SOLAR

REGIONAL COMMUNICATIONS MANAGER

APR 2021 - APR 2022

- Managed traditional and digital communications, from strategy to implementation, for up to 10 unique states/campaigns at a time
- Ideated and created a variety of content to advance campaign goals, including email, action alerts, social media, press releases, media pitches, opinion pieces, and fact sheets
- Represented Vote Solar in diverse coalitions and tables and provided direct communications support to frontline partners

NEXTGEN AMERICA

DIGITAL DIRECTOR, WISCONSIN

FEBRUARY - DECEMBER 2020 (ELECTION CYCLE POSITION)

- Developed and led implementation of a statewide digital communications strategy, helping to drive record-breaking youth voter turnout in Wisconsin
- Led acquisition campaigns to more than double SMS and active email subscribers
- Led content creation for emails, SMS campaigns, peer-to-peer text campaigns, online petitions, and landing pages
- Collaborated closely with press secretary to ensure message alignment and consistency
- Trained staff and volunteers in digital organizing strategy
- Moderated an online community of 600+ volunteers

SLIPSTREAM

DIGITAL MARKETING SPECIALIST, EVENT COORDINATOR

JUNE 2015 - FEB 2020

- Developed and executed organic and paid social media campaigns for Slipstream and a variety of clients
- Oversaw email marketing campaigns, including measuring analytics and setting appropriate KPIs
- Managed tradeshow marketing and public speaking strategy
- Led event logistics for conferences and educational events ranging in size from 10-500 attendees

PREVIOUS ROLES

- Event Specialist, Fairway Independent Mortgage Corporation
- Marketing Assistant, Automation Components, Inc.
- Freelance Copywriter, various

TOOLS IN MY TOOLBOX

Organizing/Mobilization:

- VAN/EveryAction
- ThruText
- Rally

Project Management:

- Asana
- Monday.com

Email/CRM:

- Salesforce/Pardot
- MailChimp
- EveryAction

Public Relations:

- MuckRack
- Cision
- Meltwater

Creative:

- Adobe Creative Cloud
- Canva
- Camtasia

Website Management:

- Squarespace
- WordPress

Social Media:

- Meta ads
- Google ads
- LinkedIn ads
- Reddit ads