


ELIZABETH SCHROEDER

She | Her | Hers



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EXPERIENCE

VOTE SOLAR

DIRECTOR, CAMPAIGN COMMUNICATIONS | MAY 2022 - PRESENT

- Oversee communications content, processes, and strategy for clean energy advocacy campaigns across 20 states
- Build, refine, and own organizational narrative and voice
- Supervise two Regional Communications Associates

REGIONAL COMMUNICATIONS MANAGER | APRIL 2021 - MAY 2022

- Managed campaign communications efforts, from strategy to implementation, for assigned regions of the country
- Wrote copy for a variety of platforms, including email, social media, press releases, media pitches, opinion pieces, and fact sheets
- Represented Vote Solar in diverse coalitions and tables and provided directed communications support to frontline partners

NEXTGEN AMERICA

WISCONSIN DIGITAL DIRECTOR | FEB - DEC 2020

- Developed a statewide digital organizing strategy, helping to drive record-breaking youth voter turnout in Wisconsin
- Led data acquisition campaigns to increase SMS subscribers by 200% and active email subscribers by 250%
- Led content creation for emails, SMS campaigns, peer-to-peer text campaigns, online petitions, and landing pages
- Trained staff and volunteers in digital organizing strategy

SLIPSTREAM

DIGITAL MARKETING SPECIALIST, EVENT COORDINATOR | JUNE, 2015 - FEB 2020

- Developed and executed comprehensive social media campaigns for Slipstream and a variety of clients
- Developed engaging, educational web content on climate solutions
- Oversaw email marketing campaigns, including measuring analytics and setting appropriate KPIs
- Managed Slipstream's tradeshow marketing and public speaking strategy

PREVIOUS ROLES

Event Specialist, Fairway Mortgage | Marketing Assistant, Automation Components | Freelance Copywriter, various | Administrative Coordinator, Madison College

WHO I AM

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

WHAT I LOVE TO DO

- Create content that inspires and drives 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

TOOLS IN MY TOOLKIT

- Organic and paid social
- VAN/EveryAction
- Salesforce/Pardot
- WordPress
- ThruText
- MailChimp
- Adobe Creative Cloud
- Canva
- Asana