

Erin Schoch

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Education

University of Florida

Master of Arts in Mass Communication, 4.0 GPA May 2019

- Multimedia Capstone Project: Voluntour No More, voluntournomore.com

Bachelor of Science in Telecommunication, 3.7 GPA, Magna Cum Laude Apr. 2016

Professional Experience

Associate Media Manager, Paid Search May 2019 – Present

Zenith, Publicis Groupe, Atlanta, GA

- Responsible for building, activating and monitoring Bing and Google PPC campaigns for Smucker's Pet brands via SA360, Microsoft Advertising Editor and AdWords Editor
- Managed bidding and pacing optimizations to insure all brands were meeting their respected CPC goals while insuring all budgets were being spent efficiently

Speech Communications Instructor and Coach Aug. 2017 – May 2019

University of Florida, Gainesville, FL

- Supervised the "University of Florida Speech Team" Facebook page to update the community and alumni on the organization's events and results
- Coached over 150 students to research, organize and effectively present various speech and oral interpretation events

Digital Marketing Intern Aug. 2018 – Dec. 2018

Frankel Media Group, Gainesville, FL

- Wrote B2C blogs with SEO keywords resulting in an average view time of three minutes per visitor
- Developed editorial calendars including revamping the social presence of the agency itself
- Worked with clients in mixed use developments, trucking and animal activism

Digital Marketing Intern, eCommerce (B2C) May 2018 – Aug. 2018

Chamberlain Group, Inc., Oak Brook, IL

- Created sampling review programs to support new product launches by increasing online ratings
Metrics include: 75% of sampled products reviewed with a 4.79/5 review
- Provided search analysis and recommendations to optimize Google rankings, PPC ads and onsite search
- Researched and provided analysis for the launch of the new affiliate marketing program

Public Relations Mom Prom Committee Member Nov. 2017 – May 2018

Alachua County Perinatal Mental Health Coalition, Gainesville, FL

- Wrote press releases, social media campaigns and acquired sponsorship for the non-profit event

Content Marketer Feb. 2018 – May 2018

Social Media Analyst Jun. 2017 – Aug. 2017

Naperville Community Television, Naperville, IL

- Prepared social media reports for station's Facebook and Twitter with data driven recommendations
- Created blog, Facebook, Instagram, LinkedIn and Twitter content for Giving Tuesday campaign

Professional Certifications

Google Digital Sales, Mar. 2019

Hootsuite Certified Professional, Feb. 2019

Bing Ads, July 2019

Google Analytics Individual Qualification, May 2019

Hootsuite Social Marketing, April 2019

Google Ads, July 2019