



APRIL SCHMITZ

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With over 15 years of results-driven marketing experience, I specialize in delivering budget-friendly, integrated solutions that consistently provide a high degree of ROI.

AREAS OF EXPERTISE

Enrollment Marketing	Project Management	Graphic Design	Digital Marketing
Strategy	Content Writing	Data Analysis	Lead Generation
Email Marketing	Website Management	SEO	Supervision

WORK EXPERIENCE

Project Manager, Saint Paul Public Schools (2018 –2023)

Relevant Accomplishments:

- Proactively identified improvement opportunities, reducing marketing expenditures by over \$180k annually.
- Conceptualized and managed a \$100k multi-channel marketing campaign with an ROI over 150%.
- Implemented eLearning courses, cutting costs by 20% and opening doors to a thriving niche market.
- Led Saint Paul Connect, a coalition of organizations that provided remote learning solutions for children during COVID.

Marketing Specialist, University of Minnesota (2012-2018)

Highlights: Attained record enrollment increases, propelling our pharmacy school to achieve the #2 ranking as the best college of pharmacy by the *U.S. News & World Report*.

School Board Treasurer, Prescott School District (2012-2016)

Highlights: Headed a successful Get Out the Vote campaign, resulting in the passage of a twenty-million-dollar building referendum, breaking a 20-year streak of unsuccessful attempts.

Communications Specialist, Indigo Learning (2009-2012)

Highlights: Overhauled the organization's marketing matrix, yielding an impressive 27% boost in client contracts and a notable 40% surge in profit.

Internships

- Marketing Assistant, University of Wisconsin-River Falls
- Event Planner, Minnesota Association of Charter Schools

AprilSchmitz.com

TECHNOLOGY

Adobe Creative Suite	Blackboard Connect
Constant Contact	Drupal
Hootsuite	Microsoft Office
Monday.com	Publitas
Qualtrics	Salesforce
WIX	WordPress

EDUCATION*

- University of Wisconsin-River Falls**
Bachelor of Science in
Marketing Communications &
Business Administration
- Coursera – Google**
Project Management Certification
February 2024

*Exploring master's programs.

HOBBIES/INTERESTS

