

# JACKLYN SCHMIDT

## CREATIVE MARKETING LEADER

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JacklynSchmidt.com

Green Lane, PA

### PROFESSIONAL SUMMARY

Creative and results-oriented marketing leader with 11+ years of experience in digital marketing, brand strategy, project management, and customer engagement through data-driven and detail-oriented decision making. Proven success driving growth through targeted campaigns, high-impact events, content strategy, and CRM integration. Experienced in B2B and B2C environments, cross-functional collaboration, and marketing optimization. *Passionate about turning ideas into impactful brand-aligned marketing solutions by blending creativity, logic, and strategy to drive growth and foster long-term relationships.*

- ◆ Marketing Portfolio: [JacklynSchmidt.com](http://JacklynSchmidt.com)
- ◆ [LinkedIn.com/in/JacklynSchmidt](https://www.linkedin.com/in/JacklynSchmidt)

### EMPLOYMENT HISTORY

#### Supervisor

Starbucks — Multiple Locations in Bucks & Montgomery Counties, PA

August 2022 – April 2025

- ◆ Led teams of up to 45 partners at 10+ locations across two districts to enhance customer service and operational efficiency.
- ◆ Reduced drive-thru times by 26-30%, achieving record-quick times by optimizing ordering, stocking, and bar processes.
- ◆ Awarded Partner of the Quarter twice for dedication, trust, respect, and creating a positive work environment.
- ◆ Boosted store performance and reduced production time by implementing effective sales strategies.
- ◆ Spearheaded training initiatives to enhance service and quality, improve health and safety practices, and mentor staff.
- ◆ Optimized inventory management, minimizing waste and ensuring product availability during peak times.
- ◆ Fostered a positive work environment by maintaining a culture of trust, teamwork, and accountability.
- ◆ Streamlined shift operations to enhance workflow, resulting in improved productivity and reduced customer wait times.

#### Commercial Sales Rep

Vector Security — Plymouth Meeting, PA

Sept 2023 – Aug 2024

- ◆ Redesigned and streamlined all sales tools, enhancing cohesiveness and efficiency for pre-sales through post-installation.
- ◆ Generated detailed weekly sales reports, CRM tools, and forecasts for management review.
- ◆ Cultivated and sustained strong client relationships, boosting brand recognition.
- ◆ Managed projects ranging from \$5k to \$100k.
- ◆ Ensured customer satisfaction by conducting follow-ups and post-sale support.

#### Marketing Manager

Altuglas International of Arkema Inc — Bristol, PA

Jan 2017 – Feb 2020

- ◆ Improved SEO and content structure for the main Plexiglas® website, elevating brand and organic search visibility from page 3+ of search results to top 3 on page 1 across major search engines (Google and Safari).
- ◆ Updated and maintained two external Plexiglas® websites and three internal websites, improving user experience (UI, UX) by replacing outdated assets and optimizing structure, metadata, and internal links.
- ◆ Orchestrated event planning, (tabletop displays, 40' x 40' trade show booths, private events, and trainings), optimizing event execution and streamlined lead management with improved follow-up processes to enhance conversion rates.
- ◆ Increased actionable lead generation by 40% in my first year and sustained consistent improvements of 10-15% year-over-year through enhanced trade show strategy and targeted marketing campaigns.
- ◆ Managed meticulous budgets of up to \$635k for marketing campaigns, ensuring resource optimization and adherence to financial guidelines while driving impactful results.
- ◆ Created new brand guidelines for all internal and external collateral; designed new data sheets, brochures, interactive PowerPoint presentations, sample sets, ads, giveaways, and warranties ensuring consistency with the new brand standards.
- ◆ Collaborated globally to enhance cross-division integration on Salesforce and MarCom upgrades and facilitate seamless communication among teams.
- ◆ Consistently demonstrated a passion for innovative marketing solutions, actively seeking opportunities to enhance customer experience (CX) and drive brand loyalty.
- ◆ Managed numerous external teams of designers and vendors, including hiring, coaching, and firing as necessary.
- ◆ Initiated social media content calendars to increase customer engagement.
- ◆ Spearheaded all marketing strategies for Arkema's two most profitable divisions, significantly elevating brand awareness and achieving measurable growth in online engagement and sales.
- ◆ Utilized a variety of marketing automation, content management (CMS), and customer relationship (CRM) systems.

## Lead Inside Account Manager

Altuglas International of Arkema Inc — Bristol, PA

Nov 2014 – Jan 2017

- ◆ Managed all accounts for three Senior Outside Account Managers covering 65% of the United States and one Senior Outside Account Manager covering 25% of Canada, enhancing customer relationships and customer retention.
- ◆ Developed Plexiglas® Color app, driving product visibility and meeting evolving customer preferences.
- ◆ Maintained customer surveys for product innovations and presented analysis to leadership teams.
- ◆ Analyzed customer survey data to provide actionable insights, guiding marketing strategies and driving product innovation.
- ◆ Streamlined order-entry process and automated post-sale processes to boost efficiency, enhance customer satisfaction, and eliminate margin of error.
- ◆ Orchestrated internal and external safety and product trainings, fostering cross-unit collaboration and knowledge sharing.

## EDUCATION

Penn State University, Abington PA

Class of 2013

- ◆ Bachelor of Science, Business Marketing & Management
- ◆ Dean's List during Senior year, 4.0 GPA; Overall 3.6 GPA
- ◆ Chosen as the sole representative for the United States in Valencia, Spain's International Marketing Competition; Won second place for thorough research, exceptional creativity, and impressive presentation skills.
- ◆ Student Leader for International Business Case Competition with Penn State students and students abroad from Germany; Won second place for exceptional hard work, in-depth analysis of the Chinese market and culture, and precise understanding of preferred technologies.

## SKILLS

Technical		Marketing		Leadership	
Adobe InDesign	◆◆◆◆◇	A/B Testing	◆◆◆◆◇	Adaptability	◆◆◆◆◇
Adobe Illustrator	◆◆◆◆◇	B2B Marketing	◆◆◆◆◇	Attention to Detail	◆◆◆◆◆
Adobe Photoshop	◆◆◆◆◇	B2C Marketing	◆◆◆◆◇	Budgeting	◆◆◆◆◇
Canva	◆◆◆◆◆	Branding	◆◆◆◆◆	Conflict Resolution	◆◆◆◆◇
Copywriting	◆◆◆◆◆	Campaign Strategy	◆◆◆◆◇	Creativity	◆◆◆◆◆
CSS	◆◆◆◆◇	Copywriting	◆◆◆◆◆	Customer Relationships	◆◆◆◆◆
Digital Marketing	◆◆◆◆◆	Creative Writing	◆◆◆◆◆	Emotional Intelligence	◆◆◆◆◆
Editing	◆◆◆◆◆	CRM	◆◆◆◆◇	Empathy	◆◆◆◆◆
Google AdWords	◆◆◆◆◇	Data Analysis	◆◆◆◆◇	Innovation	◆◆◆◆◇
Google Analytics	◆◆◆◆◇	Digital Marketing	◆◆◆◆◇	Mentoring	◆◆◆◆◇
Google Suite	◆◆◆◆◇	Editing	◆◆◆◆◇	Motivation	◆◆◆◆◇
HTML	◆◆◆◆◇	E-mail Marketing	◆◆◆◆◇	Organization	◆◆◆◆◇
JavaScript	◆◆◆◆◇	Event Management	◆◆◆◆◆	Patience	◆◆◆◆◆
Microsoft Excel	◆◆◆◆◆	Marketo	◆◆◆◆◇	Problem Solving	◆◆◆◆◆
Microsoft PowerPoint	◆◆◆◆◆	Monday.com	◆◆◆◆◇	Project Management	◆◆◆◆◆
Microsoft Word	◆◆◆◆◆	Multichannel Marketing	◆◆◆◆◇	Public Speaking	◆◆◆◆◆
Open CMS	◆◆◆◆◆	Omnichannel Marketing	◆◆◆◆◇	Risk Management	◆◆◆◆◆
Salesforce	◆◆◆◆◇	Print Design	◆◆◆◆◇	Team Building	◆◆◆◆◆
Prezi	◆◆◆◆◇	Sample Kits	◆◆◆◆◇	Training	◆◆◆◆◆
SAP	◆◆◆◆◇	SEM	◆◆◆◆◇	Verbal Communication	◆◆◆◆◆
SharePoint	◆◆◆◆◇	SEO	◆◆◆◆◇	Written Communication	◆◆◆◆◆
Web Design	◆◆◆◆◆	Social Media Management	◆◆◆◆◇		
Word Press	◆◆◆◆◆	Tradeshaw Management	◆◆◆◆◆		