

ALEX SCHROEDER

alexrschroeder1@gmail.com | 419-953-0245 | linkedin.com/in/alex-r-schroeder

EXPERTISE

Marketing: More than five years managing product and brand marketing, with expertise in marketing and communication strategy, art direction, social media management, copywriting, email marketing, webinar production, website management, and event planning.

Content Creation: More than three years creating digital content, including as a copywriter and social media creator with more than 65,000 followers.

PROFESSIONAL EXPERIENCE

Golden Triangle Business Improvement District (BID) | *Marketing & Communications Manager*

2020 - 2021 | Washington, DC

- Created comprehensive communication plans and marketing campaigns for all BID activities, including the public art program, digital and in-person events, and urban planning projects
- Managed all BID social media accounts, including planning and posting content, managing design consultants, and creating analytics reports to increase followers and engagement by more than 35% across platforms
- Collaborated with third-party PR firm to write, edit, and issue several press releases and media advisories

Jones Lang LaSalle (JLL) | *Property Marketing Manager*

2019 - 2020 | Washington, DC

- Created and implemented memorable multimedia marketing campaigns for 20+ Class A commercial buildings in downtown DC to encourage tenant leasing
- Organized high-end broker events (with average budgets of \$40,000) for featured properties, including creating themes, coordinating vendors, finalizing show flow, and managing all event communications
- Directed in-house designers and third-party vendors in creating unique, branded marketing collateral (gifts, websites, social media ads, logos, taglines, tour centers, brochures, signage, etc.) to drive interest from tenant brokers

Urban Land Institute | *Product Marketing Manager*

2017 -2019 | Washington, DC

- Led cross-functional strategy, launch, and tracking of simultaneous marketing campaigns for all of the Institute's new content in the U.S., Mexico, and Canada (research reports, books, and online tools)
- Overhauled the Institute's virtual education program with data-driven solutions by upgrading the technology platform for better user experience, tripling the amount of annual webinars for greater member engagement, and training the Asia Pacific and Europe offices on new processes for a consistent global reach
- Managed marketing for the entire ULI Online Bookstore (\$700,000 annual sales goal met), including refreshing book descriptions, coordinating author book signings, creating targeted email and ads, and launching new titles

Partnership for Public Service | *Business Development Associate Manager*

2015 - 2017 | Washington, DC

- Created the organization's largest new custom program in coordination with President Obama's Office of Management and Budget by creating curriculum, securing speakers, directing logistics, and managing enrollment
- Drafted documents submitted for U.S. Federal Government RFPs involving leadership development needs, resulting in several new project wins from clients within the NIH, DHS, DOD, and DOT

EDUCATION

Ohio State University | *BA, Strategic Communication; Professional Writing Minor*

2011 - 2014 | Columbus, OH