

Responsible for brand-focused storytelling in visual, digital and written mediums to engage targeted audiences through multiple channels.



### Bethesda Lutheran Communities March '02-March '18

*Director of Content Strategy*

*Creative Director*

*Creative Solutions Director*

*Director of Creative Services*

*Manager of Creative Services*

#### Creative

- :: Manage staff – writers, designers, web developers, video editors
- :: Direct creative tactics and execution

#### Content

- :: Produce and integrate messaging and brand identity standards across all deliverables
- :: Provide writing, proofreading and editing expertise
- :: Repurpose content across multiple channels

#### Collaboration

- :: Develop integrated strategies to reach organizational goals and objectives
- :: Assist multi-faceted service lines
- :: Work with agency on record to maintain message consistency
- :: Provide consultation to support all priority areas nationwide

#### Project Management

- :: Develop standards, systems and best practices for content creation and distribution
- :: Organize and prioritize deadlines to keep multiple projects on schedule
- :: Oversee the production calendar and ensure timely delivery of communications
- :: Primary contact for vendors – freelance designers, writers, photographers and printers

#### Other Positions

*Communications and Events Coordinator – Oconomowoc Chamber of Commerce*

*Contract Graphic Designer – Various employment agencies*

*Creative Director – Conley Publishing*

#### Education

UW-Madison – B.A. Communication Arts, December '92

#### Portfolio

[www.KristinMSchneider.com/hello](http://www.KristinMSchneider.com/hello)

Kristin M. Schneider  
a:: 1511 Center Street, Watertown, WI  
e:: [kristin@kristinmschneider.com](mailto:kristin@kristinmschneider.com)  
p:: 920.988.2829