

CAROLYN A. SCHULTZ MARKETING & COMMUNICATIONS

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carolynaschultz.com

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SUMMARY: Hardworking, enthusiastic professional & published author with solid communications, marketing & business development skills from experience with wide variety of organizations. Other top qualities: Strong leadership, organizing, writing & creative abilities, as an efficient multi-tasker & team player who is detail-oriented & result-oriented. Contact me, & I'll tell you more about how I can help you!

❖ **President & Founder, Carolyn A. Schultz Marketing & Communications, Nov. 2015-Present...Brooklyn, NY**

- Helping clients effectively communicate their stories and accomplish their goals. Working on retainer, freelance, project and contract basis, based on client needs.
- Writing, Editing, Graphic Design and Strategy for Articles, Proposals and other Marketing Materials
- Website Content and Social Media Strategic Analysis, Writing and Implementation
- Business Development Research and Outreach
- Client Relationship Management (CRM)
- More details on these and other services are at carolynaschultz.com/what

❖ **Marketing & Business Development Manager, The Clariant Group, July 2013-Nov. 2015.....New York, NY**

- Overview: Firm doubled in size, won over 30 projects & expanded to larger office while I led marketing, business development & communications in newly created position, the firm's first full-time role dedicated to these efforts. Leadership, management & coordination internally with colleagues & externally with clients, prospects & media. Technology consulting & design engineering firm with high-profile projects in civic/government, cultural, corporate, education, healthcare, hospitality, residential, retail, sports, transportation & mixed-use.
- Media: carolynaschultz.com/wp-content/uploads/2016/05/CSchultz-Writing-Perspective-Article.pdf
Wrote published cover story for leading industry magazine (*Perspective New York*). Article profiled firm's services, philosophies & project experience. Extensive process included many hours of staff & client interviews, client approval arrangement, image selections & comprehensive coordination with magazine editor & staff. Also wrote content & led execution of firm website updates & e-mail blasts.
- Proposals & Other Communications & Marketing Production: Supervised, wrote, designed, organized & edited content, while also organizing logistics & leading production of numerous proposals & statements of qualifications, as prime & sub-consultant, including over 30 project wins. Also wrote, designed & updated marketing materials including firm profiles, staff resumes, project profile sheets, presentations, project images & brochures.
- Business Development: Sought & generated new business opportunities through research, targeted communications & tracking trends. Devised new creative ideas to expand client base & communication methods, ranging from individual targeting to representing company & meeting new contacts at a wide variety of industry events.
- Data Analysis & Client Relationship Management (CRM): Maintained & improved databases to track & analyze qualitative & quantitative data from hundreds of proposals, prospects & other communications.

❖ **Marketing Coordinator, Domingo Gonzalez Associates, Sept. 2007-June 2013.....New York, NY**

- Overview: Led marketing, business development & communications in newly created position, the firm's first full-time role dedicated to these efforts. Architectural lighting design firm with high-profile projects (design-build & design-bid-build) in civic/government, cultural, corporate, education, healthcare, hospitality, historic preservation, infrastructure, parks, residential, transportation, urban planning & mixed-use.
- Media & Communications: Wrote carolynaschultz.com/wp-content/uploads/2016/05/CSchultz-Writing-Lights-Landscape-Article.pdf and 3 other published articles. Prepared 9 winning award submissions. Designed published advertisements. Wrote & designed marketing materials including firm profiles, staff resumes, project sheets, presentations, brochures & website. Updated & maintained project image collections. Organized contact lists & distributed mass communications to thousands of recipients.

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- Proposals: Prepared content, organized logistics & led production for hundreds of proposals, including 160 wins. Researched & analyzed thousands of RFPs. Led strategic pursuit & teaming decisions & outreach. Wrote & edited scope, fee & qualifications submissions. Found new sources for opportunities. Developed numerous templates & databases to improve efficiency & enable quick customization. Served as prime & sub-consultant.
 - Business Development: Sought & generated new business opportunities through research, targeted communications & tracking trends. Devised new creative ideas to expand client base & communication methods, ranging from individual targeting to representing company & meeting new contacts at a wide variety of industry events.
 - Data Analysis & Client Relationship Management (CRM): Maintained & improved databases including 13,000+ contacts categorized in Microsoft Access, & 400+ page list showing outreach, teaming & proposal submissions.
 - Supervision & Training: Provided extensive training to my successor, as well as administrative staff & interns. Taught, delegated & supervised numerous marketing, communications & business development tasks.
 - ❖ **Communications Director & Secretary, NYS Young Democrats** (Elected to Executive Board), 2007-2008
 - Promoted & recruited new members for 15,000+ member official youth arm of state Democratic Party.
 - Wrote & distributed communication materials. Organized logistics for events, meetings & volunteering.
 - ❖ **Marketing & Communications, GC Eng & Associates, Dec. 2005-Sept. 2007.....New York, NY**
 - Led marketing, business development & communications in newly created position, the firm's first full-time role dedicated to these efforts. Mechanical, electrical, plumbing & fire protection (MEP) engineering firm with high-profile projects in corporate & other sectors. Conducted marketing material & proposal writing, organization & template development. Sought & generated new business through research, targeted communications & events.
 - ❖ **Voter Contact Team Leader, Scott Stringer for Manhattan Borough Pres., Aug.-Sept. 2005....New York, NY**
 - Managed others in daily voter contact efforts on winning primary campaign in competitive field of 10 candidates
 - ❖ **Marketing & Administrative Assistant—Creative Services, Viewpoint Corp., June-Aug. 2005.New York, NY**
 - Wrote & edited research reports, marketing materials & contact lists for new & repeat clients for Senior VP & 40-member department at online/rich media services company
 - ❖ **Deputy Campaign Manager & Field Director, Marie Donigan for State Rep., July-Nov. 2004.Royal Oak, MI**
 - Organized voter outreach, persuasion & get-out-the-vote field efforts to win competitive campaign
 - Managed voter contact schedule to knock on approximately 25,000 doors & call 2,500 voters in 4 months
 - Planned events; Recruited & managed volunteers; Drafted letters to the editor; Wrote website content
 - ❖ **Deputy Press Secretary & Intern, Clark for President, Jan. 2004.....Dover, NH**
 - Conducted voter outreach; Drafted letters to the editor; Researched local media
 - ❖ **WHDH-TV (NBC) Intern for *Urban Update* / Public Affairs, Sept.-Dec. 2003.....Boston, MA**
 - Produced episode of show; Researched & wrote scripts about issues relevant to Boston area communities
 - ❖ **Capitol Hill Intern, Congressman Pete Stark (D-California), May-Aug. 2003.....Washington, DC**
 - Wrote press releases, articles & correspondence; Advanced legislative proposals
 - ❖ **WZLY, 91.5 FM, Sept. 2000-May 2004.....Wellesley College**
 - Program Director (elected), 2001-02; Disc Jockey & News Reporter— Produced & hosted weekly programs
 - ❖ **Counterpoint, Magazine Contributing Writer, Sept. 2000-May 2004.....Wellesley College & MIT**
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EDUCATION & PROFESSIONAL TRAINING

- ❖ **Professional Education in Communications, Marketing & Business Development, 2005-Present**
 - Courses & Programs have included topics of strategic communications, website design, graphic design (including InDesign & Photoshop), branding, message development, business development techniques, market research, proposal development, video production, photography, presentations, team-building, leadership & mentoring
 - ❖ **Society for Marketing Professional Services (SMPS), Active Member 2006-Present.....New York, NY**
 - NY Chapter Professional Development Committee Member 2011-Present. Marketing Event Leader 2013 & 2014.
 - Mentor, NY Chapter Mentoring Program, 2013-Present.
 - Writer for Marketer's Toolbox Blog: Examples available at carolynaschultz.com/writing-samples
 - ❖ **Campaign Corps, A Project of EMILY'S List, July-Nov. 2004.....Washington, DC**
 - Completed campaign training program, covering all aspects of managing successful campaigns—including communications strategy, message development, media outreach, field organization, finance & fundraising
 - ❖ **Wellesley College, B.A. Degree, Class of 2004: Political Science Major & Astronomy Minor.....Wellesley, MA**
 - ❖ **Junior Year in France Program through Sweet Briar College, Sept. 2002-Jan. 2003...Tours & Paris, France**
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SKILLS

- ❖ **Technology/Computers:** Proficient with PCs & Macs, including Word, Excel, Outlook, Access, PowerPoint, Avidian Prophet CRM software, SharePoint, Bluebeam, Adobe Acrobat, InDesign, Illustrator & Photoshop. Efficient with research, database processes & layout/graphic design. Familiar with website design & social media.
- ❖ **Languages:** Fluent in French & knowledge of Spanish.