

BRIDGET SCHULTE

• public relations • communications •

CONTACT

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EDUCATION

Bachelor of Arts | Advertising & Public Relations
Loyola University Chicago

EXPERIENCE

OCA | Development and Communications Coordinator

June 2024 - Present | Orlando, FL

- Plan marketing initiatives and tactics to support the organizational goals and various events
- Manage, maintain and create content for social media platforms, such as Facebook and Instagram
- Grew organic reach for Instagram from 386 to 2.4K and Facebook from 3.3K to 7K in first three months
- Enter donor data into Bloomerang database, keeping track of donor history and funds raised
- Engage donors and community through written e-blasts, newsletters and thank you notes

HighKey Agency | Independent Contractor, Public Relations

June 2023 - April 2024 | Remote

- Managed all earned media efforts for 5-7 clients in various such as beauty, tech, finance and more
- Created strategic and timely pitches for clients on a weekly basis
- Secured interviews and questionnaires for clients and prepped clients ahead of interviews
- Built media lists using MuckRack, customizing lists for each pitch and client
- Drafted, reviewed and edited press materials such as articles, bios, press releases and alerts
- Provided mentorship for one intern, assigned them tasks, and reviewed their work
- Curated angles and discussion topics for the HighKey Blog

The Walt Disney Company | Public Relations Intern, Walt Disney World Resort

May 2022 - June 2023 | Celebration, FL

- Crafted press releases, photo captions, blog posts and fact sheets
- Assisted with tactic development and execution for several lines of business
- Led content shoots for property offerings including creating shot lists and schedules and choosing selects
- Monitored for and collected media coverage using Cision to create weekly reports
- Inserted metadata into photos through Photoshop and uploaded assets to media website utilizing a WordPress system, keeping asset library up to date

Carol Fox & Associates | Public Relations Associate

January 2022 - May 2022 | Chicago, IL

Public Relations Intern, Sept. 2021 - Dec. 2021

- Wrote press releases, media pitches, media alerts and event listings
- Searched for and compiled press coverage into reports for clients
- Calculated impressions and publicity value of coverage

Heron Agency | Public Relations Intern

September 2021 - December 2021 | Chicago, IL

- Researched contacts and created lists for media, businesses and apartment complexes
- Wrote pitches for client events to send to contact lists and posted in Facebook groups to secure coverage

KCommunications, LLC. | Digital Marketing Intern

June 2021 - August 2021 | Chicago, IL

- Wrote an average of 15 captions daily in brand voice for 10 different clients across social media platforms
- Researched the Instagram and Facebook algorithms and implemented new strategies to client accounts
- Assisted in content creation, scheduling and posting for client social media accounts

ABOUT ME

Highly-organized and driven public relations specialist with 3 years of professional experience. Demonstrated self-starter with excellent time management skills and a passion for telling stories and making connections. Experienced writer and content creator eager to learn through hands-on experiences and increase my skill set while receiving guidance from mentors and professionals.