

# MICK SCHOMMER

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## SKILLS

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- Web/CMS administration
- Writing and editing
- Digital strategy and road mapping
- Graphic and multimedia design
- Content production
- Project management
- SEO and digital marketing
- User experience design
- Information architecture design
- Digital metrics and analysis
- WCAG/accessibility compliance
- Social media and community building
- Staff and vendor supervision
- Budget planning and management

## PLATFORMS

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- Web code: HTML (CSS and JavaScript familiar)
- CMS: Drupal, WordPress, Sitecore, SharePoint, Confluence, HubSpot, , Saba/Cornerstone, PageUp, Vignette, Percussion, Joomla, Convio
- CRM: MailChimp, Hubspot, Salesforce, GetActive, PeopleSoft
- Analytics/SEO: Google, Looker Studio, Moz, Spyfu, Yoast, SiteImprove
- Design: Adobe Suite, Figma
- Multimedia: iMovie, Premiere, Final Cut Pro
- Project Management: Asana, Workfront, Teams, Confluence, Jira, Basecamp, Trello
- Social Media: Facebook, Twitter, YouTube, Instagram, LinkedIn, Hootsuite, Flockler

## EXPERIENCE

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### **Digital Strategy Consultant**

Clients: Disney, UCLA Health, BloomWorks, Los Angeles Zoo, Equitable, Columbia University  
Oct 2022 – present (remote)

- CMS administration and digital operations management (Drupal, WordPress, Sitecore)
- Content writing/editing and production coordination
- Communications and project management
- Digital and graphic design
- User experience, SEO, information architecture, and WCAG compliance
- Digital strategy development, gap analysis, and content auditing
- Digital marketing and campaign management

### **Digital Content Manager**

University of Southern California  
Oct 2021 – Oct 2022 (Los Angeles)

- Manage digital content and web production (WordPress)
- Develop SEO best practices and train staff

- Content audit, gap analysis, and performance review of CMS platforms
- Write, edit, and design copy
- Produce wireframes, prototypes, and user journeys
- Develop strategic plans and present reports to senior leadership
- Lead social marketing, IT, and editorial teams

### **Assistant Director of Digital Strategy**

Columbia University

Oct 2016 – Oct 2021 (New York/remote)

- Direct website migration and website operations (Drupal)
- Write and edit marketing, program, and policy digital content
- Manage communications production and supervise teams
- Produce digital strategies, analytical reports, and content marketing plans
- Manage all content development, technical maintenance, and governance
- Oversight of database, digital, and communication systems upgrades
- Liaise with IT, subject matter experts, and technical/design vendors
- Lead marketing and email infrastructure projects
- Manage SEO, accessibility, and digital identity standards

### **Digital Strategy Consultant**

Clients: Yeshiva University, Federal Reserve Bank of NY, ENSCO, Queens College, EHE International, Mount Sinai Medical Center, The Rockefeller Foundation, Freelancers Union, Foundation for Art & Healing, Chase Bank, ASME

Feb 2011 – Dec 2017 (New York/remote)

- Manage digital production, redesigns, and technical upgrades
- Write, edit, and produce digital content across platforms
- Produce gap analysis, performance audits, and user journey scenarios
- Develop and implement SEO strategy
- Manage social media and SEM campaigns
- Supervise vendors, manage staff, and lead project teams and trainings
- Produce imagery, video, and graphic designs
- Analyze metrics and produce reports and recommendations

### **Web Content Manager/Digital Strategy Consultant**

Health Services & Resources Administration/U.S. Dept. of Health & Human Services

Aug 2009 – Feb 2011 (D.C./remote)

- Project manage website redesign and migration
- Write/edit digital content
- Manage social media content and campaigns
- Manage SEO and web analytics
- Produce video and graphic designs
- Coordinate 508/WCAG compliance and implement design standards
- Advise senior management on web strategies and budget priorities

### **Digital Strategy Consultant**

Clients: Every Child Matters, Global Water Challenge, Center for Science in the Public Interest

July 2006 – Aug 2009 (New York and D.C.)

- Produce digital content, marketing communications, and videos
- Manage web redesigns and CMS migrations

- Manage SEO and web analytics
- Produce social media campaigns
- Manage CRM systems and list development

#### **Web Content Manager**

American Civil Liberties Union

Sep 2004 – June 2006 (New York)

- Manage and produce websites and multimedia
- Develop e-advocacy and client intake systems
- Manage production of publications and collateral materials

#### **Digital Strategy Consultant**

Clients: AMIDEAST, Institute for Women’s Policy Research, Management Sciences for Health, PBS, Sylvan Learning, Urban Institute

July 2002 – July 2004 (D.C./remote)

- Write and edit web content
- Design and produce print publications
- Develop digital strategies and user experience

#### **Managing Editor**

Walden University

June 2000 – July 2002 (Minneapolis, MN)

- Write and edit web content, technical requirements, and publications
- Project manage web design and technical upgrades
- Design publications and produce video

#### **Communications Associate**

The Alliance Project

June 1999 – June 2000 (St. Paul, MN)

- Edit and produce web content and print publications
- Coordinate PR and media outreach
- Plan and manage local field events

#### **Associate Editor**

University of Minnesota

July 1995 – June 1999 (Minneapolis, MN)

- Edit web content and print publications
- Coordinate communications campaigns
- Project and marketing administration

## EDUCATION

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B.A. in English (History minor), University of Wisconsin – River Falls