



# MAILE DIANA SCHOONOVER

MARKETING PROFESSIONAL

## SUMMARY

Creative, skilled marketing professional seeking an opportunity with a socially and environmentally responsible company or nonprofit organization in the areas of social media, communications, digital marketing, event planning and/or public relations.

## EDUCATION

Bachelor of Arts, English  
Emphasis in Environmental  
Literature  
UCSB Class of 2016

## CONTACT

(951) 331-6158  
mailediana@gmail.com

## REFERENCES

Camron Kazerounian  
(925) 719-4166  
SurfMedia Communications  
Digital Marketing Manager

Gretchen Lieff  
(415) 407-0077  
Davey's Voice  
Founder

Ruth Dover  
(209) 604-1324  
Channel Islands Marine  
& Wildlife Institute  
Founder and Director

## PROFESSIONAL KNOWLEDGE

- Social Media Page Management (Facebook, Instagram, Twitter, Youtube, Google+, Pinterest, LinkedIn)
- Social Media Management and Optimization Platforms (SproutSocial, Hootsuite, CoSchedule, Buffer)
- Email Marketing (MailChimp, Constant Contact, Genoo)
- CMS Management (Wordpress, Squarespace, Weebly, Wix, SiteNinja)
- Graphic Design Software (Photoshop, InDesign, Illustrator, Lightroom, Canva)
- Blog Writing
- Public Speaking

## WORK EXPERIENCE

### JUNE 2018 - PRESENT DIGITAL MARKETING COORDINATOR NIGHT LIZARD BREWING COMPANY

- Create and manage digital marketing strategy initiatives including writing and posting of copy/content across all social platforms and the Night Lizard website
- Create and manage Facebook and Instagram paid advertising campaigns
- Oversee all engagement on digital platforms, ensuring prompt response, even tone, and informational accuracy
- Create and oversee the distribution of email newsletters, event and promotional e-blasts to affiliated email lists
- Implement social media & digital analytics reporting, using results to identify key insights to improve digital strategy
- Coordinate and execute photo and video shoots for beer releases, special events, and other content.
- Attend and photograph events
- Create and design online and printed materials including custom beer label designs, graphics and flyers in line with branding
- Assist in planning/coordinating environmental education events

## **WORK EXPERIENCE - CONTINUED**

### **JUNE 2017 - PRESENT DIGITAL MARKETING ASSOCIATE SURFMEDIA COMMUNICATIONS**

- Develop original and sourced content and write compelling copy for social media and special campaigns.
- Create and manage Facebook and Instagram paid advertising campaigns
- Implement social media & digital analytics reporting, using results to identify key insights to improve digital strategy
- Create custom, branded graphics
- Edit photos for press releases, email marketing, socials, etc.
- Manage content on client websites utilizing CMS such as Wordpress, Weebly, SquareSpace, etc.
- Oversee engagement on social platforms
- Develop e-newsletters and targeted e-blasts (Constant Contact, Mailchimp and Genoo).
- Contribute SEO friendly blog pieces
- Helped coordinate and promote SurfMedia's Nonprofit Leadership Workshop – an event attended by 150+ local nonprofit leaders.

### **JANUARY 2016 - AUGUST 2017 MARKETING AND EVENTS COORDINATOR DAVEY'S VOICE FOR THE PROTECTION OF ANIMALS 501(C)3**

- Planned and redesigned our new website [www.daveysvoice.org](http://www.daveysvoice.org) on Weebly
- Managed content on the website
- Compiled metrics and measured effectiveness of social media campaigns in order to drive website traffic and increase donations.
- Created and scheduled engaging content/images/videos for social media campaigns
- Designed all printed marketing materials including flyers, brochures, signs, etc.
- Created email campaigns using Mailchimp
- Contributed SEO friendly pieces to the Davey's Voice blog
- Planned events and coordinated sponsorship opportunities including the tour of the C.A.P.E. Animal Film Festival and the Davey's Voice Animal Film Festival
- Maintained relationships and communication with our partner groups and donors
- Staffed local events including Wags and Whiskers and other animal adoption events and spoke to the public to raise awareness of our nonprofit and mission.
- Attended board meetings and maintained open lines of communication with the Davey's Voice Board
- Helped coordinate an international rescue operation of 40+ animals from the Yulin, China Dog Meat Festival including transportation logistics, fundraising campaigns, adoption outreach, animal care, and additional online and local awareness efforts

## **VOLUNTEER WORK**

### **LIL' ORPHAN HAMMIES, 2016 - PRESENT**

- Assist in animal husbandry and enrichment of rescued potbelly pigs
- Assist with regular cleaning and maintenance of the the sanctuary grounds
- Assist with social media efforts to raise awareness of overpopulation, and the "mini pig" myth epidemic

### **CHANNEL ISLANDS MARINE & WILDLIFE INSTITUTE, 2015 - 2018**

- Assisted with animal husbandry and rehabilitation of displaced, emaciated sea lions including feeding, cleaning pens, and administering medical care at the direction of lead caregivers and staff.
- Observed and recorded behavior while avoiding human habituation with the goal of releasing sea lions back to their ocean habitats
- Participated in animal releases at Channel Islands.
- Gave presentations at local high schools and local events about marine mammals and ocean conservation