



# RS

## RAYMOND SCHMITT

COMMUNICATIONS PROFESSIONAL | 133 WINDWARD LANE  
PORT MATILDA, PA 16870 | 814-248-0441

### SKILLS

Excellent writer; Experience telling print, video, and multimedia stories; Good team member who can lead or play a role when needed; Proficient in Photoshop and Audition; Proficient with Meltwater and Cision

### EXPERIENCE

#### **DIRECTOR, PENN STATE STUDENT MEDIA • DONALD P. BELLISARIO COLLEGE OF COMMUNICATIONS • JULY 2024 – PRESENT**

Manage an annual budget of approximately \$450,000 that supports five student media organizations. Oversee a 15-person leadership committee charged with overseeing the organization's regular business. Build strategies and initiatives that focus on collaboration and shared resources to support students' skill development and enhance storytelling. Develop relationships with key university stakeholders to increase funding available for member organizations

#### **COMMUNICATION SPECIALIST • PENN STATE SCHREYER HONORS COLLEGE • JANUARY 2022 – JULY 2024**

Head writer for the Honors College's print and digital communications. Editor-in-chief for the College's annual magazine. Manage the College's part-time staff writer position. Write speeches and key talking points for the College's dean to use at events such as awards ceremonies and convocation. Collaborate with the College's director of strategic communication on initiatives like social media content strategy, editorial calendar development, and earned media strategy. Serve on the core team of the College's brand strategy project. Served as the College's staff forum co-lead for the 2023-24 academic year.

#### **PUBLIC RELATIONS SPECIALIST • PENN STATE TLT • FEBRUARY 2018 – JANUARY 2022**

Secured over two dozen media placements for my unit, Teaching and Learning with Technology, including one in The Wall Street Journal. Led content development for the redesign of the TLT website. Launched a TLT podcast that exceeded industry average for downloads per episode. Implemented Meltwater for use in media tracking and outreach.



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**ACCOUNT EXECUTIVE • TREVI COMMUNICATIONS • JULY 2017 – OCT. 2017**

Serviced four accounts in clean energy tech and professional services. Provided editorial and strategic oversight of PR specialists on each account. Secured placements in publications like *ThinkAdvisor* and U.S. News & World Report. Researched and developed media lists.

**DIRECTOR OF COMMUNICATIONS • MISSOURI MAVERICKS • JUNE 2016 – MARCH 2017**

Produced written, graphic, and video content that delivered over 100,000 impressions on a weekly basis. Doubled the team's media exposure through new initiative to deliver video highlights to local TV stations. Secured coverage on various national hockey blogs.

**MARKETING/PR EXECUTIVE • MEDVET INDIANAPOLIS • JUNE 2014 – FEB. 2016**

Managed the re-launch of the practice's website with a focus on accommodating 1,000 monthly mobile visitors. Placed doctors as sources in Indianapolis print and television reports. Increased social media audience and engagement by nearly 100%. Collaborated with staff and ownership to represent the hospital at up to 12 public events per year.

**COMMUNICATIONS DIRECTOR • ECHL HOCKEY • JUNE 2007 – APRIL 2014**

Served in nearly identical roles as the radio broadcaster and lead communicator for the Johnstown Chiefs, Greenville Road Warriors and Elmira Jackals in the ECHL. Extensive print and television media relations experience. Managed social media presence for all three teams. Sold season ticket and sponsorship packages during the off-season. Hired and managed communications interns for all three teams.

## EDUCATION

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**BACHELOR OF ARTS; JOURNALISM • MAY 2007 • PENN STATE**



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