

ISABELLE SCHMIDT

CONTACT

1100 South Blvd Apt 253
Charlotte, NC 28203

912-399-4472

Isabelleschmidt1616@gmail.com

SOCIAL

Facebook

LinkedIn

Instagram

EDUCATION

Bachelor of Science
Digital Information Design
Winthrop University
2016-2020
Rock Hill, SC

SKILLS

Microsoft Excel

Microsoft Office Word

Microsoft Power Point

Adobe Illustrator

Adobe After Effects

Adobe Premiere Pro

Adobe Photoshop

CMS

HTML

CSS

JavaScript

Canva

REFERENCES

Donna Crossland

912-222-3661

Leslie Faulkenberry

912-638-7770

Anees Adams

704-496-7900

EMPLOYMENT HISTORY

Web Developer & SEO Specialist, Doggett Advertising, Inc.

Charlotte, NC

July 2021 - April 2023

Web Development

- Backend development on Shopify & WordPress websites
- Created and assisted with the development and support of 10+ secure websites.
- Curated over 100 website changes to increase the user flow and understanding of all platform capabilities and features.

Search Engine Optimization

- Perform SEO audits for client websites by conducting research on competitors, keeping track of the Top 10 keywords and their ranking.
- Identify keyword opportunities and provide recommendations to enhance the website.
- Created informational and reader-friendly reports (monthly & quarterly).

Web Development & SEO Internship, Pinckney Marketing Inc.

Charlotte, NC

Feb 2021 - June 2021

Web Development

- Backend development on Shopify and Wordpress websites.
- Implemented custom code for use case on websites.
- Designed website layouts.

Search Engine Optimization

- Created website audits.
- Research best practice implementation trends for the near future.
- Created title tags and meta descriptions for accounts.

Property Management Specialist, Sunnon Property Management

Charlotte, NC

Aug 2020 - Dec 2020

Provided agent showings for occupied properties.

- Shot photography and video of properties listed on the company website.
- Edited video of weekly podcasts, The Investment Property Geeks of Charlotte, and posted on social media accounts.

Marketing Specialist, Aviation Metals

Charlotte, NC

June 2020 - Aug 2020

- Developed overall marketing strategy for company including website, social media, promotions and email marketing.
- Designed and executed social media content including "Team member Tuesday" "On this Day" Aviation history, trivia and other responsive posts, paid social media spot, as well as well as promotion of company products and services.
- Created graphics and animation using Photoshop, Illustrator, & After Effects.
- Produced and edited all photography and video.

Internship, Faulkenberry Certain Advertising, INC.

St. Simons Island, GA

May 2019 - Aug 2019

- Designed and developed CMS website for Faulkenberry and Segerberg Spas.
- Created and presented social media campaign for a local Aviation Career Day.
- Developed preliminary branding concepts for two non profit companies.

Photography Services

May 2016 - Present

- Trained with professional photographer, as well as through college courses
- Specialize in Senior photo and Graduation photos shoots