

Suzanne M. Schultz

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Successful track record of cultivating partnerships and turning trends into measurable traffic. Expert at creating and refining editorial voice and strategy for large or small organizations. Proven ability to analyze business requirements, identify opportunities with innovative, cost-effective solutions for increasing revenue and consumer mindshare. I develop relationships and deliver results.

Experience

Dog and Bird: July 2008 - Present

Creative Consultant and Freelance Writer, NYC and Hudson Valley

- Business and social strategy consultation, art direction, writing for Root 360° Integrated Marketing.
- Founded Dog n' Bird Artful Wedding, a well received website of design minded concepts focused on weddings:
 - 275,000+ page views since February 2010, 1200+ followers, featured in Brides, Get Married Magazine fall 2010
- Lead copywriter for SoHo fashion house Lafayette 148 New York's inaugural fashion catalog.
- Redesigned SEO friendly websites for clients desiring to modernize their online platform.
- Prolific blogger for recession/budget and wedding industries.
- Copyedited high school and college level academic papers.
- Researched and wrote satirical novel exploring how technology is changing modern relationships.
- Authored original poetry.

Clear Channel Communications: July 2006 - July 2008

Managing Editor, Clear Channel Online, NYC

On-Air: 230 markets reaching 110 million listeners each week

Online: 14 million unique visitors per month

- Assignment, development and execution of content and look/feel for 900 radio station websites.
- Managed budget and Music, Art and News departments.
- Developed and maintained editorial calendar bundled with unique sales packages.
- Programmed musical & non-musical national content for 21 formats weekly.
- Creative lead for development and launch of Clear Channel's station-branded social networks.
- Producer, *Stripped*, online concert series showcasing A-List talent.
- Monitored traffic trends to maximize programming.
- Nurtured and maintained partner licenses (i.e. WireImage, WENN).
- Utilized modern marketing techniques (i.e. SEO, widgets, podcasts, social networking).

Clear Channel Communications: April 2005 - July 2006

Senior Manager, Content, NYC

- Developed and maintained Clear Channel Online's relationship with major record labels including:
 - Island Def Jam, Columbia Records, Epic Records, Virgin Records
- Booked A-Level talent for in-studio performance series and album first listens including:
 - John Mayer, The Killers, Fall Out Boy, Bruce Springsteen
- Project Manager for NEW!, Clear Channel's Developing Artist program, breaking artists such as:
 - The Fray, Duffy, Sara Bareilles, Taylor Swift
- Developed advertising relationship with Billboard Magazine

Clear Channel Communications: Feb 2003 - April 2005

Internet Content Manager, NYC

- Principal creator and editor of original content for three major market websites including:
 - WHTZ's z100.com, WKTU's ktu.com, WWPR's power105fm.com
- Consulted with senior management, senior sales and programming on web initiatives and sales.
- Managed relationship with record labels; acquired exclusive world premiere video streams.
- Responsible for training of and delegation to junior content editors.
- Designed email marketing templates and campaigns for radio station databases.
- Created microsites and advertising collateral for special events, including:
 - Z100's Jingle Ball and Zootopia, WKTU's An Intimate Evening with KTU, WKTU's Disco Ball and Beatstock, Power 105.1's 'Flip The Switch' Party.

Increased monthly site pageviews for z100.com by 507.9%

Increased monthly site pageviews for all properties 358.9%

Increased monthly unique visitors on z100.com by 115.8%

Increased database registrants for power105fm.com by 39.1%

Clear Channel Communications: Dec 2000 – Feb 2003

Internet Content Manager, Syracuse, NY

- Concurrently responsible for management of seven large web properties.
- Increased annual revenue by over 100%; created departmental budget.
- Developed marketing campaigns for web and email sales programs.
- Worked with recording industry executives to develop exclusive online promotions for artists.
- Designed and executed radio, print, and display graphics for station promotions.

Cox Interactive Media – Sybercuse.com: Nov 1999 – Nov 2000

Content Producer, Syracuse, NY

- Updated daily content and numerous partner sites on multiple publishing platforms.
- Managed marquee sections of web site including editorial content.
- Responsible for original content: gossip column, quizzes, restaurant reviews.
- Assigned and approved work of junior team members.
- Monitored and analyzed site statistics.

Clear Channel Communications WSYR 570 AM: Sep 1997 – Nov 1999

Anchor and Reporter, Syracuse, NY

- Produced, wrote and anchored bi-hourly newscasts.
- Copyediting, voicing, sound editing, and interviewing.
- Enterprised and researched news stories.
- Mentored and trained new reporters.
- Cultivated a strong contact base of information sources and press contacts.

Education

Syracuse University: Sep 1994 – May 1998

B.S., Broadcast Journalism

Grace Dwight Potter Scholarship, Susan Armstrong Ryder Scholarship, Chancellor's Scholarship

For more information and my portfolio please visit: www.suzyschultz.com