

# Janean Jorgensen Schmidt

## Contact

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## Professional Profile

Self-directed, passionate and resourceful communicator equally skilled in print and digital media. Demonstrated ability to think creatively and collaborate. Steeped in a Jesuit tradition of service, respect, and social justice.

## Education

### Gonzaga University

Master of Arts, Communication & Leadership, 2022

Bachelor of Arts, Journalism, English (Double Major), 1992

### New Horizons Spokane, 2007

Photoshop Level 2

Illustrator Level 2

PowerPoint Level 2

## Technical Proficiencies

CMS such as Sitecore, Core Publisher, WordPress.

Adobe Creative Cloud including Photoshop, InDesign, Illustrator, Audition, Premiere Pro.

Constant Contact email campaign creator/manager.

Working knowledge of HTML.

Familiarity with CCS, XHTML.

Microsoft Office including Word, Excel, PowerPoint.

Zen Cart web shopping cart.

## Professional Experience

**Web and Administration Assistant**, Gonzaga University School of Engineering & Applied Science (2017-present)

Write and digitally publish content that celebrates the work of the SEAS community. Maintain information displayed on both public site and intranet. Coordinate media creation requests from the Dean's Office to MarCom division.

**Marketing Coordinator**, Spokane Public Radio (2014-2017, 1996-2007)

Connected curious-minded people with SPR news, events and cultural programs. Creative messaging included development of audio, video, digital content, print ads and publications.

### Multi-Platform Campaign Creation and Implementation:

Wrote and designed web pages, social media messaging, print advertisements, posters, postcards, and radio promotions for outreach projects, fundraising events and capital campaigns. Coordinated with team and additional staff to clarify creative and effective messaging.

**Web Digital Design:** Continually developed web presence for station programming, local and national news, and station events. Collaborated with departments to assess content needs. Maintained relationships with service providers, collaborating on updates and outage resolution.

**Writing:** Crafted short and longform articles about station news, events, and people. Created engaging messaging for website, social media, emails, and print/PDF materials.

**Graphic Design:** Created images related to individual programs, events, and podcasts.

**Photography:** Shot and solicited photos of station events and host portraits. Curated collections for digital albums. Edited, enhanced and resized photos for display or print.

**Public Relations/Marketing/Advertising:** Collaborated with sales/underwriting team to create, edit support materials.

**Communications Consultant**, JJS Images, Spokane (2007-2014)

Researched and wrote web content and marketing materials. Designed logos, web graphics, and print media. Scanned and digitally restored photographs. Provided data entry, financial spreadsheets. Clients included:

- **PlayscaleMinis.biz**
- **Interplayers Theatre**
- **Equity Publishing**

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## Skills

Maps ideal flow of web content and user interface.

Understands search engine optimization concepts, utilizes keywords to improve site stats.

Builds social media posts and events to increase engagement.

Translates complex text into accessible language.

Breaks down complex tasks into individual steps, communicates to others how to perform those steps successfully.

Performs and oversees multiple individual tasks simultaneously.

Integrates critiques and advice from peers and supervisors into final projects.

Responds and adapts calmly to crisis situations, logically developing working solutions.

Works toward the success of the group with an eye towards the common goal.

Encourages interns through guiding questions and patience.

Researches answers to questions without needing excessive guidance.

Analyzes factors to determine the realities of a situation before generating alternative options towards a goal.

Evaluates solutions before setting out a plan to implement.

Seeks out new skills.

## Professional Experience *continued*

**Historical Interpreter**, Northwest Museum of Arts & Culture, Spokane, Washington. (Decembers 2011-2016)

Portrayed historical figure Mrs. Grace Campbell during a special educational "Holidays at the Campbell House," interacted with guests as if it were the years 1910 or 1911.

**Reader, Recording Engineer**, Books In Motion, Spokane, Washington (2008-2013)

Narrated books for commercial distribution, utilizing distinct character voices. Edited audio files.

**Assistant Project Manager**, National Public Radio, Washington D.C. (Fall 2000 contract)

Implemented CMS module to integrate news reports on member stations sites. Designed or edited graphics for each station's news page to mesh module with site design. Trained station news teams and webmasters on interface.

**Public Affairs Director, On-Air Personality**, KEYF "Oldies 101.1," Spokane, Washington (1992-1996)

Managed all public service efforts, including half-hour weekly interview program. Wrote and announced morning news, entertained with 'Scott Valentine in the Mornings'

**Freelance Reporter**, *The Leader* Newspapers, Burbank and Glendale, Calif. (Summers and Winter Break 1988-1991)

## Volunteer Experience

STAGE, Lewis & Clark Tiger Drama Parent Support

**Vice President** (November 2018-Present)

**Secretary** (July-November 2018)

**Publicity Chair** (October 2017-June 2018)

**Advisor**, Harry Potter Club, Gonzaga (September 2018-Present)

**Organizer & Lead Admin**, Theatre Fans/Casting Call Facebook Groups (2011-Present)

**Web & Marketing**, German-American Society, Spokane (2012-2015)

**Producer & Host**, *Broadway Matinee* Radio Program (2004-2013)

**Marketing Committee Chair**, Spokane Children's Theatre (2008-2010)

**Web & Marketing**, Silver Spurs International Youth Folk Dancers, Spokane (2009)

**Marketing Coordinator**, First Night Spokane (2000-2001)