

## Work experience

### DigitalOcean | 2022 — 2023

#### Senior Manager, Social Impact

2022 — 2023

Boston, MA (Remote)

- Increased employee engagement by 220% year-over-year through company-wide employee giving and volunteering campaigns
- Facilitated \$600K+ in charitable donations for 800+ organizations by developing the company's inaugural charitable giving strategy, which included community grants and employee matching gifts
- Established the company's first social impact communication strategy, which encompassed internal and external content and channels
- Led the company's first ESG materiality assessment, collecting and analyzing input from 350+ stakeholders to create the inaugural impact report

### Weber Shandwick | 2016 — 2021

#### Account Director, Social Impact

2020 — 2021

Washington, D.C.

- Successfully executed a Fortune 500 client's inaugural global CSR program across nine countries and six languages, engaging more than 150 employees and 100 students, while providing \$200K+ in funding for STEM programs
- Managed and led seven social impact client teams, overseeing scopes of work valued from \$100K to \$4.5M. Accountable for all aspects of account planning, project management, client communication, and final deliverables.
- Produced and managed an editorial process for a thought leadership series and 40+ newsletters that covered topics such as sustainability and CEO activism

#### Director, Global Business Development

2016 — 2020

New York, NY

- Led new business pursuit teams to win \$50M+ from clients across industries
- Managed 60+ RFP responses to agency prospects, developing pitch decks and project plans for months-long pursuits and organizing 15+ person pitch teams

### RockTech | 2010 — 2016

#### Director of Marketing

2014 — 2016

Boston, MA

- Created the marketing strategy for B2B SaaS product to increase brand awareness and generate demand from global prospects
- Established social impact partnership with Salesforce to get 10K+ military veterans trained, certified, and hired in tech jobs

#### Client Success Manager

2010 — 2014

Boston, MA

- Grew SaaS product user base from zero to 15K+ users and managed 30+ client accounts across six continents including GE, EY, and Cisco
- Ghostwrote a book for CEO on using LinkedIn (*The Power in a Link*, 2011)

## Contact

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Boston, MA

## Professional skills

Social impact strategy & programming

Employee engagement & volunteering

Internal & external communications

Grantmaking & nonprofit partnerships

Product donation strategy

Charitable giving strategy

Writing & editing

Content strategy & development

ESG frameworks & reporting

## Recognition

DigitalOcean [recognized](#) as "Impact Partner of the Year" for charitable giving

Agency team recognized as Purpose Agency of the Year at PRWeek Purpose Awards in [2020](#) and [2021](#)

## Education

Elon University: BA, Strategic Communications; Minor, Bus. Admin. (2011)

Study abroad: South Africa (2010)

Internship: Clearly Creative Marketing Consultancy, Boston, MA (2009)