



SEAN  
SCHAEFER

CREATIVE & DIGITAL MARKETING  
SPECIALIST



(248) 979-4148



me@seanschaefer.co



www.seanschaefer.co



www.linkedin.com/in/seanmschaefer

## Skills and Technologies

- Adobe Creative Suite
- Ahrefs
- Branding
- Canva
- Creative, Digital, and Strategic Marketing
- Creative Writing and Copywriting
- CSS, HTML, JavaScript
- Customer Relationship Management
- Event Planning and Marketing
- Google Ads/Analytics
- Google Workspace
- Graphic Design
- Hootsuite
- Hotjar
- Mailchimp
- Market Research and Competitive Analyses
- Microsoft 365
- Public Relations
- Sales and Lead Generation
- Search Engine Optimization
- Social Media (Facebook Business Suite, LinkedIn Ad Manager, Twitter Ads, Snapchat for Business)
- UI, UX, and Web Development
- WordPress
- Zendesk Sell

## Languages

 Spanish (con conversationally fluent)

## Certifications/Assessments

- Adobe Photoshop (LinkedIn)
- Cascading Style Sheets (LinkedIn)
- Google Ads: Apps, Display, Measurement, Search, Video
- Google Marketing Platform: Analytics Individual Qualification, Campaign Manager 360 Certification, Creative Certification, Mobile Experience Certification, Mobile for Growth Certification, Search Ads 360 Certification
- Google Shopping Ads Certification
- HTML (LinkedIn)
- Microsoft (LinkedIn): Excel, PowerPoint, Word
- Search Engine Optimization (LinkedIn)
- Snapchat Ads Manager Certification
- WordPress (LinkedIn)

## Trademarks

- ACR4500® | January 2021 (Metal City Fab)
- AmeriLouver® | January 2021 (Metal City Fab)

## Education

### OAKLAND UNIVERSITY | ROCHESTER, MI

**Bachelor of Science, Marketing | Expected Graduation Apr. 2022**

Minor in Spanish Language

Extracurriculars: Tau Kappa Epsilon Fraternity, American Marketing Association

## Professional Experience

### AMERICAN FENCE & SUPPLY CO., INC.

#### METAL CITY FAB | WARREN, MI

**Creative Marketing Specialist | Sep. 2020 - Present**

Serve as lead of all marketing nationally for American Fence & Supply Co., Inc./Metal City Fab, achieving >\$13m in combined revenue (2020). Directly report to CEO and COO.

- Execute development of Metal City Fab brand, rebranding of American Fence & Supply Co., Inc., and associated marketing departments/initiatives
- Develop, implement, set KPIs for, and measure success of marketing initiatives from strategy to execution, simultaneously monitoring and analyzing competitors' moves, adjusting strategy as needed
- Develop, update, and maintain design, content, SEO, and UI/UX functionality of Metal City Fab's website (**achieving an average session duration of 4m 24s and outperforming all known local competitors on Google**) and overhaul of American Fence's website
- Implement social media presence, strategy, and schedules, **achieving YoY increases of 38% in on-page actions, 313% in average post reach, 188% in average post engagement, 800% in new followers (AFS Facebook), and QoQ increases of 385% in average post reach and 475% in average post engagement (MCF Instagram)**
- Strategize and create digital and print lead generation tools including hard cover books, magazines, flyers, white papers, blog posts, digital ads, landing pages/CTAs, e-blasts, packaging, swag, NFC business cards, banners, etc.
- Spearhead PR strategy, writing articles and press releases and working with executives and marketing representatives at industry partners such as CAM and AGC to optimize brand positioning and generate leads

**HR Coordinator/Recruiter | September 2020 - Present**

Serve as the Human Resources Coordinator for entire workforce, including Spanish speaking employees, following the completion of my internship. Directly report to CEO and CFO.

- Employ recruitment marketing strategies to implement and independently spearhead both local and offshore recruiting in San Juan, Puerto Rico
- Assess up to 200 resumes, conduct up to 30 phone screenings and 10-12 interviews per week to determine candidate viability
- Conduct research on competitors' benefits and compensation and present suggestions based on findings
- Design and create recruitment marketing materials and distribute them via various outlets
- Implement monthly contests and events, design and order custom jackets and other company swag, to boost employee morale and brand recognition
- Execute and assist with all major functions of Human Resources including on-boarding, discipline, termination, benefits administration, payroll administration, etc.



### **Administrative Support Intern** | *March 2020 - September 2020*

Hired to assist CEO and COO as a Marketing Intern. Position quickly evolved due to COVID-19. Hired full-time at the end of my internship.

- Managed outsourced recruiting program based in Puerto Rico to solve labor shortages due to COVID-19, serving as sole managerial point of contact for recruits following their arrival, executing on-boarding, orientation, disciplinary measures, terminations, etc.
- Drafted and translated policies, documents, job offers, etc., verbally translated conversations
- Developed and led cultural integration and sensitivity training for entire existing workforce
- Led COVID-19 response, developing policies and screening measures, communicating with workforce, ordering PPE, designing custom masks, and ensuring compliance with MIOSHA and CDC guidelines

### **PREMIER PET SUPPLY** | BEVERLY HILLS, MI

#### **Sales and Marketing Coordinator** | *Apr. 2018 - Mar. 2020*

- Led all marketing and public relations, including collaborations with news outlets, radio stations, and charities; extensive social media marketing; web design and management; merchandising; personal sales; and design of print/digital marketing materials
- Worked with high end clients through the design and purchasing process of luxury, custom aquariums and more, **achieving top sales in 2019 following the sale of a >\$75,000, self-maintained and computer-operated aquarium to a private client**

#### **Special Events Coordinator** | *Apr. 2018 - Mar. 2020*

#### **Animal Care Specialist** | *Feb. 2013 - Mar. 2020*

### **SERENGETEE** | ROCHESTER, MI

#### **Campus Representative** | *Sep. 2017 - Jan. 2018*

### **Volunteer/Other Experience**

**Crossroads of Michigan** | **Detroit, MI** | Soup Kitchen Volunteer (*Jan. 2013 - Present*)

**Tau Kappa Epsilon, Upsilon-Xi** | **Rochester, MI** | Social Media Manager (*Jan. 2021 - Present*), Housing Chair (*Jan. 2021 - Present*), Webmaster (*Nov. 2020 - Present*), Housing Committee (*May 2018 - May 2019*), Special Events Chair (*Nov. 2017 - May 2018*)

**Academy of the Americas** | **Detroit, MI** | Student Volunteer (*Sep. 2016 - Apr. 2017*)

**Premier Pet Supply** | **Beverly Hills, MI** | Animal Care Volunteer (*Jan. 2007 - Feb. 2013*)

**CISV International** | **Bologna, Italy** | United States Delegate (*Jul. 2010 - Aug. 2010*)