

# Lena Schulz

lschulz16@aol.com | (541) 505-4689 | Austin, TX

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## SUMMARY

Dedicated and results-driven professional with a strong work ethic and a proven track record in digital marketing, graphic design, and talent acquisition. Known for my creativity and effective interpersonal skills, I bring a unique blend of expertise to drive business success through innovative design, marketing strategies, and talent management.

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## WORK EXPERIENCE

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| Google<br><i>Technical Recruiter</i>  | Austin, TX<br>Dec 2021 - Dec 2022    |
| <ul style="list-style-type: none"><li>• Oversaw sourcing processes for numerous roles across different departments, promoting an effective and inclusive recruitment procedure.</li><li>• Sustained a robust pipeline of diverse candidates for Software Engineer positions, specializing in front-end, back-end, and AI roles, successfully executed initial screenings, and coordinated preliminary business interviews.</li><li>• Consistently enriched knowledge on requisite industry skillsets such as programming languages, software development protocols, and computer operating systems to deliver insightful candidate suggestions.</li></ul> |                                      |
| Copacetic Designs<br><i>Freelance Graphic Designer</i>  | Remote<br>Aug 2016 - Present         |
| <ul style="list-style-type: none"><li>• Delivered extensive graphic design assistance to startups, emphasizing on brand development.</li><li>• Showcased adaptability in crafting various design components such as logos, posters, and typography layouts.</li><li>• Supplied photography services and conceptualized realistic mockups to enhance the visual depiction of brand ideas.</li><li>• Fostered brand coherence and recognition through consistent and innovative design solutions.</li></ul>   |                                      |
| Apogee Results<br><i>Social Media Specialist &amp; Content Creator</i>  | Austin, TX<br>Jun 2019 - Jan 2021    |
| <ul style="list-style-type: none"><li>• Managed comprehensive campaigns across various platforms, resulting in increased website traffic and boosted engagement.</li><li>• Optimized SEO and paid search initiatives, significantly enhancing online visibility and audience reach.</li><li>• Conceived and designed compelling graphics, along with creating engaging content, effectively disseminating brand messages.</li></ul>   |                                      |
| Franki App<br><i>Independent Contractor</i>   | Austin, Texas<br>May 2020 - Dec 2020 |
| <ul style="list-style-type: none"><li>• Delivered customized content and unique insights as an Early Adopter Content Creator.</li><li>• Filmed and edited video-based reviews for a variety of local establishments.</li></ul>  |                                      |

- Utilized comprehensive knowledge of local hospitality venues to boost public engagement.

S&J Consulting Baltimore, MD  
*Marketing Coordinator* Aug 2018 - Mar 2019

- Developed and implemented comprehensive social media marketing strategies, enhancing brand visibility and customer engagement.
- Managed event photography and promotional media design, contributing to the overall aesthetic appeal and message consistency.

Loyola University Maryland Baltimore, MD  
*Creative Assistant 2D Design Specialist* Aug 2016 - May 2019

- Provided consultative expertise on marketing analytics strategies, leading to enhanced audience engagement; crafted visually compelling logos and promotional materials for both digital and print mediums.
- Oversaw the execution of integrated social media and email campaigns; took charge of editing e-newsletters, ensuring consistent messaging and brand alignment.

EDUCATION Loyola University Maryland May 2019  
 Bachelor of Arts in Global Studies + Marketing

SKILLS Microsoft Office • Photoshop • Typography • Canva • SEO • Adobe Creative Suite • Sprout Social • Wordpress