

Michelle Schmitt

Strategic Communications | Digital and Social Media | Public and Media Relations
Government Relations | Internal Communications | Team Leadership

EXPERIENCE

Utah Department of Alcoholic Beverage Services

May 2021 – Present

Director of Communications and External Affairs

- **Senior advisor on director's executive leadership team**
 - Communications and policy advisor, considering key stakeholders and broader impacts to department decision-making
 - Legislative and political advisor to the director, including tracking alcohol related policy proposals in Utah's legislature and balancing conflicting interests of key stakeholders
 - Monitoring issues important to the public and food & beverage industry representatives to proactively address problems before they arrive
- **Develop and execute the department's first strategic communication plan**
 - Created the department's first-ever strategic communication plan with metrics for tracking progress
 - Identified department strategic communication goals, audiences, messages, and message delivery tactics
 - Implemented the communications plan in all facets of the department to several key audiences and stakeholders
- **Direct media and public relations**
 - Primary media contact responding to all media inquiries
 - Spokesperson participating in on-camera and other media interviews
 - Write and send news releases to targeted press lists
 - Develop and execute media strategies that may include interviews, news releases, news conferences, and op-eds
 - Maintain good relationships with members of Utah's media core
 - Identify earned media opportunities to showcase the department's branding and messaging goals
- **Director of internal communications**
 - Designed and launched employee newsletter, responsible for monthly content and mailings
 - Developed and executed quarterly employee recognition program that is structured to match employee achievements to the department mission
 - Maintain email mailing list, including for hundreds of employees without state-issued email addresses
- **Lead project manager for department rebranding**
 - Developed and executed new mission statement, creating messaging materials connecting new initiatives to mission statement, coordinated large media event with participation of diverse, key stakeholders and Utah leaders
 - Designed and implemented logo redesign and oversaw work to replace old logos on monument signs, printed collateral, and throughout all state liquor stores

- **Manage external affairs and stakeholder relations**
 - Advise the Alcohol Beverage Services Commission on messaging and talking points, and initiated livestreaming of all commission meetings
 - Attend Alcohol Policy Workgroup meetings with state legislators, food and beverage industry leaders, and influential alcohol safety representatives
 - Lead communications advisor in the department's Parents Empowered statewide committee to reduce underage drinking; initiate traditional and social media efforts to gain more governmental and public support for the program
 - Represent the department on the National Alcohol Beverage Control Association, including presenting at national conference on strategic communications and media relations
 - Maintain relationships with key industry stakeholders including restaurant associations and local distillers, brewers, and wine makers

U.S. House of Representatives, Congressman Ben McAdams

January 2019 – January 2021

Director of Digital Communications

- **Serve as senior advisor developing policy and outreach goals**
 - Track and understand pulse of community to inform policy
 - Monitor and report out public response to policy stances and messaging
 - Develop digital communications strategy with metrics for success that incorporates policy, outreach, engagement and communication goals
- **Achieve policy and outreach goals by successfully executing communications and digital media strategy**
 - Develop and maintain style guide and brand integrity
 - Manage all digital assets including e-newsletter, social media channels, website, and blog
 - Implement strategic communications plans including goal setting, audience identification, messages, and tactics
 - Track metrics and provide regular analytics reports to inform strategy refinements
 - Incorporate storytelling, connecting audiences to the value of the congressman's work while showcasing his personality and authenticity, and evoking an emotional response
 - Manage e-newsletter, including weekly mailings, list building and management, and data analysis; following email marketing trends to improve metrics
 - Create and execute digital ads to reach target audiences within budget criteria
 - Maintain content calendar and content management, tailored for different digital tools
 - Create and edit videos, graphics, gifs and other content for engaging social media and e-newsletters
 - Website management and design, integrating brand elements and promoting better engagement across digital platforms
 - Responsible for copy editing and training staff on content gathering
- **Media relations**
 - Write and deliver press releases to targeted media lists
 - Pitch news stories and respond to media inquires
 - News conference planning and execution including news advisory, talking points, prepare speakers and guests, site inspection, visuals and other collateral, and live streaming
- **Manage crisis communications**
 - 24/7 availability to respond to urgent needs
 - Constant social media monitoring and advise management on issues arising in real time
 - Delineate complex information and refine for audience and platform

- Rapid response to COVID-19 pandemic, shifting office operations for remote working, information gathering and sharing for the public, and virtual meetings using Zoom and other platforms
- **Metrics & successes**
 - Best e-newsletter award for House of Representatives Majority Leader Rep. Steny Hoyer's 2019 Member Online All-Star Competition
 - Social media campaign "#BenThere" selected for House of Representatives' Digital Dems 2020 Innovation Showcase
 - Developed system of complete wraparound communications, connecting the community to legislative accomplishments
 - Grew social media followers
 - Facebook from 5,000 to 12,000 (most organic)
 - Twitter from 8,000 to 18,000 (all organic)
 - Instagram from 1,800 to 5,000 (all organic)
 - Grew e-newsletter list from 3,000 to 30,000 subscribers with an average open rate of 30% in 2020

Salt Lake County Mayor Ben McAdams' Office

January 2017 – January 2019

Senior Advisor on Policy & Communications

- Senior policy advisor to Mayor McAdams and four deputy mayors on the executive team
- Develop and implement strategic communication plans for Mayor McAdams and mayor's cabinet members
- Lead strategy discussions on priority issues with the mayor's executive team and senior staff
- Identify audiences, develop messages, utilize communications tools to achieve strategic communications goals
- Media relations manager: plan and execute news conferences; maintain relationships with local media; coordinate editorial board meetings and Opinion Editorial (OpEd) submissions; spokesperson for Mayor McAdams and Salt Lake County; maintain press list; pitch targeted news stories
- Responsible for managing communication strategy for variety of issues simultaneously, including economic development, Wasatch Canyons, homeless services, transportation and community development, and parks and open spaces
- Train communications staff in county agencies on strategic communications; provide oversight on agency level strategic communication plans
- Developed and continue to manage data-driven social media strategy including: social media calendars, monitoring metrics, monthly dashboard reports
- Manage the mayor's website: write content, track metrics and analytics, regular blog posts, manage a web content employee, work closely with IT staff
- Responsible for writing speeches, talking points, and fact sheets
- Execute community engagement events; public open houses, forums for public feedback
- Internal Communications; develop and implement strategic communications plans for benefits enrollment and total compensation efforts; employee engagement; manage internal communications tools; manage relationships with the County Council and other independent elected officials

Salt Lake County Mayor Ben McAdams' Office

January 2013 – December 2016

Deputy Communications Director

- Carried out daily tactics to achieve goals outlined in strategic communications plan for Mayor McAdams
- Oversaw media relations, including news releases, news conferences, primary media contact, spokesperson for Salt Lake County and the mayor's office
- Managed Mayor McAdams' social media: Facebook, Twitter, YouTube, Instagram. Create and manage social media strategic plans, built Facebook audience to more than 6,000 followers.
- Speech writing, editing
- Maintained website, including content development and management
- Assisted in the creation of the county's style guide and oversee that the guidelines are followed
- Assisted in internal communications efforts for the county's 4,000+ employees
- Worked collaboratively inside and outside Salt Lake County organization mayor cabinet members, elected officials, various local and federal government officials, nonprofit and business representatives

Salt Lake County Mayor Peter Corroon's Office

January 2011 – December 2012

Communications Specialist

- Wrote news advisories, news releases and remarks for mayor and deputy mayor
- Message development and strategy
- Supervised interns: compilation of news clips, blogs, research assignments, etc.
- Initiated bi-monthly office blogs for Mayor's Office and the Public Works department
- Created earned media opportunities, successfully organized several media events
- Created brochures and assisted in copy editing of mailers
- Supervised mayor's website and social media, including created content for online presence
- Government and community relations with Salt Lake County independent elected officials, mayor's cabinet, community councils, Salt Lake County departments
- Planned & executed community meetings/open houses
- Developed issue-specific communications plans
- Served as chair of the Salt Lake County Communications Team, consisting of 60+ members

EDUCATION & TRAININGS

University of Utah, Salt Lake City, UT
Master of Public Administration, December 2017

University of Utah, Salt Lake City, UT
Bachelor of Science, Political Science, May 2010

Racial Equality and Social Justice Training, Salt Lake City, UT
Guided discussion on *The New Jim Crow*, facilitated by Inclusion Pro, November 2020

SKILLS

- AP Style
- Social Media
- Video Editing & Graphic Design
- Metrics and Analytics
- Website Content Management
- E-Newsletter Program Management
- Digital Surveys
- Media monitoring; Critical Mention and TV Eyes

****References and Portfolio Samples Available Upon Request***

Application Form

Profile

Michelle

First Name

Schmitt

Last Name

Middle
Initial

Email Address

Utah Department of
Alcoholic Beverage Services

Employer

Director of Communications
and External Affairs

Job Title

Home Address

Suite or Apt

City

State

Postal Code

Primary Phone

Which Boards would you like to apply for?

Clark Planetarium Advisory Board: Submitted

Referred by:

Qualifications

Please tell us about yourself.

I have nearly 15 years experience working in local, state, and federal government. I am a strategic communications professional that includes public relations, media relations, community outreach, and digital communications. Among my work experience includes 10 years in the Salt Lake County Mayor's Office, spanning two administrations. I am passionate about the value of community services so that all residents, no matter their socio economic background, can access cultural and educational opportunities.

Why are you interested in serving on a board or commission?

Clark Planetarium is a unique asset to the entire state. I have spent a lot of time there with my family, especially with my son who enjoys all that the planetarium has to offer. It would be an honor to work alongside board members and community leaders to continue the planetarium's valued offerings while considering opportunities for growth and fresh programming. I am also interested in the opportunity to be of service in my community and to support this incredible asset.

What education, work experience, or volunteer experience do you have that applies to the board you are applying for?

I have a Master of Public Administration from the University of Utah and I worked in the Salt Lake County Mayor's Office for 10 years. My background contributes to my understanding of the uniqueness of Clark Planetarium and its governance structure. During my time at Salt Lake County, I supported Clark Planetarium events, announcements, and programs, from a communications perspective including public relations and media relations.

What unique perspectives could you bring to the board?

I will bring a strategic communications lens and extensive Utah public sector experience to my service on the board. On a personal note, I was raised modestly and can relate to families who are only able to visit the planetarium due to its low-barrier access and lack of admission cost. I am personally appreciative and hugely supportive of the Clark Planetarium model that removes that financial barrier so that all Utahns can be exposed to the wonders of the universe presented at the planetarium.



Upload a Resume

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Are you a Salt Lake County employee?

Yes No

Are you a current member of another Salt Lake County board or commission?

Yes No

Race/Ethnicity *

District *

District 1

Gender Pronouns *

Age Range *

Languages *

English

Political Affiliation
