

# Riley Steinmetz

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## AREAS OF EXPERTISE

Strategic Communications • Social Media Strategy • Content Marketing • Crisis Communications  
• Email Marketing • Web Analytics • Media Relations • Internal Communications • Copywriting •  
Editing • Adobe Creative Suite • CSS/HTML • Wordpress • Photography

## PROFESSIONAL EXPERIENCE

**Senior Communications Manager, One Medical** **Jan. 2016 to present**

- Owned, guided, and drove overall content marketing and social media strategy for consumer and B2B audiences
- Developed and executed crisis communications plans
- Managed PR opportunities with an external agency
- Led and collaborated on campaigns with other departments (including product development, HR, enterprise solutions, and billing)
- Played a key role in overall marketing strategy as part of Marketing Leadership Team
- Promoted from Communications Manager

**Content Editor, LaunchSquad** **May 2014 to Dec. 2015**

- Created strategic content marketing plans for a variety of consumer and B2B clients (including blog programs, social media and influencer programs)
- Wrote, pitched, and placed contributed articles in major international publications
- Cultivated relationships with media and pitched key stories

**Communications Coordinator, U.S. Ski & Snowboard Assn.** **Sep. 2012 to June 2014**

- Developed and implemented strategic social media campaigns
- Managed and wrote website news content, providing on-site support for athletes and press at events including the 2014 Olympic Winter Games
- Created and oversaw the USSA Communications internship program

**Marketing & PR Coordinator, Ludus Sports** **Aug. 2011 to Aug. 2012**

- Planned and executed marketing and social media campaigns for over 50 brands
- Managed communications during the London 2012 Olympic Games, including the creation and distribution of daily newsletters to over 1,500 guests
- Cultivated relationships among local and national sports and hospitality press

## EDUCATION & CERTIFICATIONS

**Ball State University, Muncie, IN**

B.A. Psychology and Pre-Medical Preparation, French and Chemistry minors

M.A. Political Science

**WSET Level 2**, passed with distinction

**WSET Level 3**, in progress