

RILEY STEINMETZ

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A marketing communications professional with 8+ years of experience building brand voices through content marketing, social media, and public relations. Skilled in developing and refining communications strategies targeted to different audiences across a number of categories including technology, healthcare, and sports. Passionate about blending data and experimentation with creative ideation and cross-functional collaboration to make campaigns with lasting impact.

PROFESSIONAL EXPERIENCE

Director of Communications and Content, Clara Labs

Aug. 2018 to present

- Building content marketing program from scratch, launching a blog program and leading the development of a comprehensive, multimedia insights library to support lead generation goals and demonstrate industry expertise
- Managing external communications, including overall strategy, media relations, social media strategy, company positioning, and the development of a media training program
- Managing external agencies and industry influencers to accelerate quality and throughput on the content marketing program

Senior Communications Manager, One Medical

Jan. 2016 to July 2018

- Developed a comprehensive editorial strategy, managing content production, promotion, and campaign collaboration with internal teams and external communications agencies
- Owned social media strategy and execution for consumer and B2B audiences
- Oversaw crisis communications protocols, developed proactive mitigation plans in partnership with other departments

Content Editor, LaunchSquad

May 2014 to Dec. 2015

- Created 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 publications

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

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

EDUCATION

Ball State University, Muncie, IN

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

M.A. Political Science