shelbi schadendorf

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communications director

Accomplished marcomms professional skilled in orchestrating end-to-end communications strategies and dynamic team leadership. A proven architect of engaging content, email, paid advertising, and social media programs. Strong personal, academic, and professional background in working class socioeconomic issues and intercultural competency. Seeking impactful roles in advancing economic justice through strategic communications leadership.

work experience

The Open Door | Eagan, MN
Communications Manager | January 2025 – Present
Leads communications efforts at one of Minnesota's largest hunger relief organizations. Strategizing brand identity and outreach to raise more funds, attract more volunteers, and connect more clients with resources.

- Developed a comprehensive framework within the **first month** of employment to effectively and sustainably build out a communications program - including a content calendar, audience analysis, and metrics tracking
- Manages digital & direct mail fundraising campaigns that produce over **$1,000,000** in donations yearly
- Generated over **30+** press mentions from state outlets such as Star Tribune, MPR, Minnesota Reformer, and more over a 2 month period + secured a co-hosted **press conference** with the office of Governor Tim Walz

DSPolitical | Washington, DC
Director of Marketing | November 2022 – September 2024
Head of marketing at a Democratically aligned political ad tech firm. Developed and oversaw comprehensive marketing strategies, team management, brand consistency, and business development with particular emphasis on optimizing content, email, paid advertising, and social media programs.

- Developed and implemented a department framework, yearly strategic goals and action plan, comprehensive and transparent marketing calendar/planner, and an annual budget in excess of **$200,000**
- Responsible for significant yearly growth on email and social media channels – most notably a **144.94%** follower growth on LinkedIn, a **32.72%** growth in followers on Instagram, and a **11.39%** growth in active email list subscribers
- Collaborated with a public relations consultant to generate a **20+** press mentions annually from Politico, Bloomberg, Fast Company, Campaigns and Elections, and other industry publications, podcasts, and media channels
- Oversaw an annual grant initiative that disbursed **$500,000** in funding to down-ballot Democratic candidates nationwide, contributing to several historic victories and fostering diverse elected representation

Marketing Manager | January 2022 – November 2022
Implemented the internal marketing program, created marketing materials, and coordinated campaigns to attract new leads.

- Developed written and visual marketing content ranging in topic from rapid-response political commentary, the condensation of complex and difficult subjects into beginner friendly educational resources, and company news or updates optimized for clickability and shareability. The exact breakdown of this content includes **504** social media posts, **103** email campaigns, **48** paid ad campaigns, **27** blog posts, **5** ebooks, and **4** webinars

Patriotic Millionaires | Washington, DC
Digital Marketing Associate | June 2021 – January 2022
Managed social media for a progressive economic justice organization, consisting of graphic and video content creation, metric and data analyzation, and aiding in event planning to optimize potential content opportunity.

- Managed Twitter, Facebook, Instagram, and LinkedIn social media profiles with a combined audience size exceeding **300,000**

Peace Corps | Sichuan, China
Peace Corps Volunteer (University English Teacher) | June 2018 – February 2020
Acted as a representative of the U.S. government abroad, instructed courses in Oral English and Public Speaking, and orchestrated a significant and sustainable intercultural exchange project involving over 140 students.

education

Minnesota State University | Mankato, Minnesota — B.S. in Marketing & B.S. in Communication Studies
University of Seoul | Seoul, South Korea — Study Abroad
Stirling University | Stirling, Scotland — Study Abroad

skills

Strategic Planning – Storytelling – Creativity – Team Management – Project Management – Graphic Design – Video Creation
Website Design – Community Engagement – Intercultural Competency – Adaptability – Good Sense of Humor