

# Emily Suemnicht

Marketing Specialist | Information Security and Global Information Technology

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**Profile:** A detailed-orientated marketing specialist with a passion for using creativity to strengthen brands and accomplish functional goals.

## Contact

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## Skills

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Detail orientated

Great communicator and listener

Hard worker

Works well under pressure

Effective writing skills

Passion for learning new skills

## Portfolio

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<https://ackere00.myportfolio.com/>

## Education

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University of Wisconsin - Oshkosh  
Bachelor of Business Administration

**Major:** Interactive Web Management **Minor:** Journalism  
September 2013 — December 2017

## Experience

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Oshkosh Corporation, Oshkosh, WI

### Marketing Specialist | Information Security and Global IT

September 2018 — Current

Educate employees on information security trends with engaging, informative content

- Create graphics/images for physical (posters) and digital distribution (TV monitors)
- Produce monthly newsletters with informative/educational content
- Design and send responsive design email communications for entire organization
- Generate monthly reports for executives to aid in strategic planning
- Design short informative animated videos
- Create promotional items for campaigns (pins, lanyards, cups)
- Launched first marketing campaign for cyber security Shark Week (2019) with articles, videos, discussion boards, games

Build a stronger brand for the Global Information Technology team and show it's positive affect on the organization

- Format, design and create annual report for board members to showcase Information Technology projects and their business-driven results
- Create strategy to re-brand Global IT to the internal company, external talent and community
- Develop infographics to better explain key strategies, functional competencies and processes within Global IT
- Build communication templates to ensure brand consistency (email, presentations, documents)
- Film and edit videos to showcase Global IT's completed projects and awards

## Technology

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Adobe Creative Suite  
(Photoshop, Illustrator,  
InDesign, Premiere Pro,  
Animate)

Windows and Mac OS

Microsoft Word, Excel and  
PowerPoint

WordPress/HTML

## Leadership Experience

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WITonCampus, Social  
Media Manager  
October 2015 — June 2016

- Create and maintain internal website to show achievements, customer satisfaction and employee spotlights
- Collaborate with leaders to create quarterly communications on recent projects

## Marketing Specialist

October 2017 — September 2018

- Presented biweekly at new hire presentations
- Post latest cyber trends on Global Information Security LinkedIn page
  - 431 current followers
  - Over 300 page views over the last 12 months
- Developed and executed the re-branding of Global Information Security
- Designed new logo for Global Information Security
- Revamp and maintain internal website for the Global Information Security Office

## Marketing and Communications Intern

January 2016 — October 2017

- Create a secure work environment for employees by notifying them on how to stay safe online, at work and at home
- Create graphics and articles for communications
- Create new ways to spread information throughout the company (newsletters, emails, posters, quizzes)
- Update data spreadsheets for monthly reports

## NEW IT Alliance - Marketing Committee

The [NEW IT Alliance](#)'s mission is to attract, develop & retain diverse IT talent in Northeastern Wisconsin to support economic growth. I believe this non-profit is creating a positive impact for Northeast Wisconsin and is helping attract IT talent to the area.

In 2018 I was a part of the NEW IT Alliance's Marketing Committee. I helped create brochures and various digital content for social media posts. I also volunteered at their NEW Connect IT Job and Career fair for two years. With my degree covering multiple career paths and my marketing specialist career in the IT department, I was highlighted in their [IT career video campaign](#).