

# ELIZABETH SCHULTE

## ***PlanIT Geo Director of Marketing***

Elizabeth strengthens the PlanIT Geo's business, software, and services by developing and implementing marketing projects, content, budgeting, strategy, personnel management, external communications, and business decision contributions. She also collaborates with sales leadership to develop insight from product usage and market data to evolve our product strategy, sales and marketing efforts, and product rollout planning. She has positioned the company as an expert in our industry by executing a content-focused marketing approach by leveraging in-house experts to generate high-quality content and cross-promotional deployments. Manages the marketing team to achieve effective social media campaigns, relative and timely blog content, product training videos, websites, and digital marketing contractors. She has a strong network and relationships with customers and stakeholders to understand their needs and drive a focused communication and marketing strategy.



## **EDUCATION**

Bachelors of Agricultural Science in Urban Forestry, Western Illinois University, 2009

Associates of Applied Science in Arboriculture, Northeast Iowa Community College, 2007

## **WORK EXPERIENCE**

PlanIT Geo, Director of Marketing, May 2017-Present

Wisconsin Dept. of Natural Resources, Urban Forestry Program Communications Specialist, May 2012-Nov 2015

Wisconsin Dept. Natural Resources, Assistant Urban Forestry Coordinator, June 2011-Nov 2015

Private Residence Groundskeeper, Feb 2010-May 2011

R.A. Bartlett Research Laboratory, Research Intern, May 2008-August 2008

## **PROJECT EXPERIENCE**

### ***Marketing SRM and Automation Implementation***

Created a custom automated end-to-end testing platform for Co-Led the implementation of SharpSpring marketing and Automation Software. This product is used across the sales, marketing, and services sector of the company. She is now leading the transition project from SharpSpring to HubSpot Sales and Marketing Enablement Software. The implementation of HubSpot entails coordination of internal staff and project coordination and external digital marketing contractors for data transfer, email templates, workflow automation, call to action planning, cross-traffic tracking, and reporting. Reporting strategy to demonstrate and track the effectiveness of marketing activities and revenue attribution.

### ***PlanIt Geo Marketing Team Manager***

Manages a content-focused marketing team to execute effective social media campaigns, relative and timely blog content, product training videos, webinars, case studies, fact sheets, brochures, sales enablement cut sheets, client reviews and testimonials, and websites.

### ***TreePlotter Software Go-To Market Strategy***

She has developed and coordinated Go-To-Market Strategies for multiple features, products, and updates on the TreePlotter Software platform. TreePlotter TP2 Platform, TreePlotter(TP) HUB, TP Work Order Management, TP JOBS, TP Feature releases and updates, TP Add-On Modules Advanced Risk Assessment, Development Survey, Tree Appraisal, Custom Landing Page, API & WFS Integrations, Reference Layer Importer, and currently working on two new innovative product launch strategies.