

Rene M. Schwartz, M.A.

Digital Media • Communications • Storyteller 

rene-schwartz.com

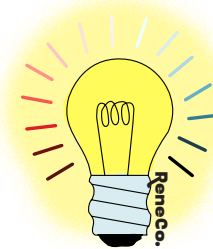
(346) 395-9874

renemschwartz@gmail.com

OBJECTIVE

Dynamic communications expert with a history of progressive experience in the public sector as well as private and nonprofit. I am passionate about helping teams develop long-term strategic, crisis, policy, and public relations strategies. I am adept at print and digital design, including graphics, plain language, and storytelling with a direct message approach to intended audiences.

CORE VALUES



Inclusion
Diversity
Equity
Accessibility
Sustainability

LEADERSHIP

Phi Theta Kappa, honors society
National Society for Leadership & Success, honors society
Food Not Bombs, volunteer
Turtle Island Restoration Network, volunteer
Holocaust History Project, volunteer

EDUCATION

UNIVERSITY EDUCATION



University of Houston Clear Lake
M.A. Digital Media Studies, 2021
B.A. Communications & Graphic Design, 2019
Graphic Design Cert., 2018



Austin Community College
A.A. English, 2014

CERTIFICATIONS

Social Media
Facebook Blueprint training
Twitter Flight School training
Instagram Ads training
Hootsuite Platform Cert.
Hootsuite Social Marketing Cert.
Advanced Google Analytics Cert.
Google Analytics Individual Cert.

FUTURE PLANS

Continuing education
Master of Strategic Communication
Graduate Certificate of Plain Language
Ph.D. in Communication

EXPERIENCE

HARRIS COUNTY

Harris County Public Library

February 2024 to present — Houston, TX

Communications & Community Liaison 

Harris County Public Health

February 2023 to October 2023 — Houston, TX

Sr. Communications Coordinator 

Department of Economic Equity & Opportunity

October 2021 to 2023 — Houston, TX

Comms. & Comm. Engagement Manager 

Harris County Resources for Children & Adults

December 2020 to October 2021 — Houston, TX

Communications Specialist 

DRILLSOFT

August 2020 to December 2020 — Houston, TX

Multimedia & Marketing Manager, Intern 

CONGREGATION BETH ISRAEL

July 2019 to July 2020 — Houston, TX

Graphic Design & Marketing Coordinator 

SOUTHERN NEWSPAPERS INC.

The Brazosport Facts

September 2018 to July 2019 — Clute, TX

News Editor 

Galveston County Daily News

May 2016 to September 2018 — Galveston, TX

Copy Editor and Page Designer 

PLEASE NOTE

This PDF is interactive. The portfolio icon next to each item is clickable and will direct you to various parts of my digital portfolio.

DETAILED WORK HISTORY

Harris County Public Library (HCPL) | Communications & Community Engagement Liaison

Houston, TX | February 2024 to present

In my role as a Communications & Community Engagement Liaison, I play a key role in the Early Learning Quality Network Project. I focus on building partnerships with childcare providers, policymakers, and educators, implementing outreach strategies, and coordinating programs for early childhood development.

Specifics of this role include conducting needs assessments, fostering collaborations, analyzing county-wide data, providing all digital media and communications support, and providing exemplary customer service.

Harris County Public Health (HCPH) | Senior Communications Coordinator & Team Lead

Houston, TX | February 2023 to September 2023

In this leadership role, I performed the day-to-day task and project management of 10 communications specialists (and up to 3 interns). I was also the gatekeeper and point of contact for all incoming requests for the Office of Communications, Education, and Engagement.

Recent projects include creating, updating, and [finalizing SOPs](#) to standardize the division, department, interdepartmental, and external request process; creating an [editorial style guide](#); writing [communications plans](#) and [social media strategies](#); developing and designing fact sheets for the 15+ divisions, offices, and programs; coordinating with web designers for a complete re-design; and more.

Highlights of this role include:

- Managing a team of 10-13 communications professionals, including writers, designers, social media and digital media specialists, to create compelling content for diverse audiences.
- Overseeing the department's media relations and crisis communication efforts, working closely with local and national media outlets to disseminate accurate and timely information.
- Collaborating with community partners and stakeholders to develop and execute public health campaigns, including initiatives to promote public health, veterinary public health and pet safety, environmental public health, community health and wellness, community health and violence prevention, mosquito and vector education and safety, emergency preparedness, healthy eating, physical activity, and much more.
- Developing and managing the department's branding and visual identity, ensuring consistency across all communication channels.
- Monitoring and analyzing the effectiveness of communication efforts, using data to refine strategies and improve outcomes, as well as building in these metrics to all outreach objectives.

Harris County Department of Economic Equity & Opportunity (DEEO) | Communications & Community Engagement Manager

Houston, TX | October 2021 to February 2023

I oversaw all Communications needs for the department, executive leadership, public, and media.

This was a unique experience because I was brought on as the Communications component of a brand-new county department. I developed a communications framework that included a [brand guide](#), [social media guide](#), [media manual](#), [newsletter template](#), [process flowchart](#), asset library, brand collateral, and more.

I led an [exciting collaboration with UHCL](#) graduate students in my former program — Digital Media Studies. In this real-world (yet still simulated) client-based simulation, I worked with students as if I DEEO their client and tasked them with developing content — while providing them with internship-adjacent experience and pieces for their portfolios. I would love to elaborate if given the opportunity.

Specific duties of this role include:

- Design and develop content for department's wide range of marketing needs, including program brochures, talking points, website content, and presentation materials.
- Design and implement communication strategies for department, including policy and procedures for media engagement and regularly reporting of DEEO's services, programs, research, and accomplishments. Designs and leads the Community Engagement strategy for the department with a focus on reaching underserved and hard-to-reach communities.
- Strategies may include virtual events, focus groups, one-on-one interviews, and public meetings. Develop and manage contact database system for community & stakeholder information such as Mail Chimp and/or Constant Contact.
- Lead the development and maintenance of the DEEO website and intranet site in collaboration with internal IT team.
- Establish, maintain, and serve as the Communications liaison to internal and external county departments, as well as city, state, and federal elected officials and agencies, and outside advocates and stakeholders.
- Directly manage assigned team members, including training, assigning, and directing work, and providing ongoing coaching/performance feedback.

Harris County Resources for Children and Adults (HCResources) | Communications Specialist

Houston, TX | December 2020 to October 2021

25% Works jointly with Communications/Public Relations manager to design, draft and produce a variety of communications and creative material in a high quality and timely manner (i.e., announcements, video scripts, newsletters, signage, presentations, agency events and other related projects)

15% Drafts and publishes content on relevant social media channels.

15% Maintains agency's Speakers Bureau through staff recruitment, training, and coordination of presentations in the community.

15% Works collaboratively with programs in completion of projects from initial concept to distribution/posting (i.e., video, promotional content, etc.)

15% Plans, executes, and participates in resource fairs, kick offs and in-house agency events (i.e., Graduations, program open houses, etc.)

5% Tracks and reports metrics to ensure the usage and effectiveness of communication channels.

5% Submits required reports, documents, and other related materials.

5% Takes photographs and videos at various events/functions for newsletter or web purposes.

DrillSoft | Multimedia & Marketing Manager, Intern

Houston, TX | August 2020 to December 2020

- Graphic design and layout (created drilling platform illustrations in Illustrator, created a catalogue, etc.)
- Web design (WordPress)
- Marketing (free, paid)
- Press release writing and communicating with media (wrote weekly or biweekly press release and sent to media contact list, participated in media interviews if asked)
- Design advice on workspace layout of software program (user-centered design advice utilizing UI/UX)
- Brand advice
- Copy editing and copywriting blog posts.
- Editing video and audio on tutorial videos
- Creating tutorial videos for website, clients, social media, etc.
- Light motion graphics work (Adobe AfterEffects)
- Social media management, audit, and marketing

Congregation Beth Israel | Graphic Design & Marketing Coordinator

Houston, TX | July 2019 to July 2020

- Social media management and social media audit (Facebook, Instagram, Hootsuite)
- Event marketing (Eventbrite)
- Graphic design (InDesign, Illustrator, Photoshop)
- Web design and management (WordPress)
- Page design (flyers, etc.)
- Publication design (bulletins, newsletters)
- Advertising design (paid ads for newspapers, billboards, newsletters, etc., and created captivating content for social media, bulletin, etc.)
- Create and implement communications and marketing strategies.
- Video production (Adobe Rush, Premiere, iMovie, etc.)
- Microsoft suite (Word, PowerPoint, OneNote, Excel)
- Email marketing (Mailchimp, Constant Contact)
- Social media marketing (free, paid, and earned)
- Editing, copy editing, and proofreading all content
- Writing content for social media, bulletins, flyers, newsletters, press releases, etc.
- Coordinating between departments
- Internal communications for the organization (including internal newsletters, staff parties, holidays, etc.)
- Budget management and negotiating with vendors.

Southern Newspapers Inc — The Facts | News Editor & Page Designer

Clute, TX | September 2018 to July 2019

As the News Editor at The Facts in Brazoria County, my responsibilities included graphic design, page design, and publication design. I supervised a team of 4 reporters, a photographer, and a featured writer, and I was involved in editorial and article writing. Additionally, I excel in infographic design, editing, copy editing, and proofreading. Furthermore, I handled social media, coordinated with community leaders, and elected officials.

Southern Newspapers Inc — Galveston County Daily News | Copy Editor & Page Designer

Galveston, TX | May 2016 to September 2018

As the copy editor and page designer at Galveston County Daily News, I was responsible for a diverse range of tasks, including writing and reporting, graphic design, page layout, and publication design. I supervised a team of three reporters, a features writer, a sports writer and copy editor, one full-time photographer, and multiple correspondents. Additionally, I handled infographic design, editing, copy editing, and proofreading. Furthermore, I contributed back-end support and social media during breaking news.

Southern Newspapers Inc — The Facts | Reporter & Interviewer, Intern

Clute, TX | May 2018 to August 2018

As a Reporter Intern for The Facts in Brazoria County, my responsibilities included pitching stories, writing news, features, sports, enterprise, etc., creating breakout materials, interviewing people, transcribing interviews, receiving and implementing constructive criticism, identifying news opportunities, building community relationships, and more.

Foster Kids Charity | Assistant Manager

Galveston, TX | March 2014 to February 2018

As the Assistant Manager at Foster Kids Charity, I effectively managed the organization's social media accounts and promptly handled phone calls and mail. Additionally, I was responsible for rent payments and maintaining the office's organization. I collaborated with managers to support children in need and implemented various communication strategies to further our mission.

Top Skills

- Layout Design
- Graphic Design
- Adobe Illustrator
- Adobe Photoshop
- Copy Editing
- Social Media Management
- Fact Checking
- Proofreading
- Copywriting
- Typography
- Video Editing
- Adobe Creative Suite
- Web Design (5 years)
- Video Production
- Strategic communications
- Adobe InDesign Links

Completed Assessments

- Recruiting | Proficient
Managing the candidate sourcing and selection process
- Work motivation | Proficient
Level of motivation and discipline applied toward work
- Graphic design | Proficient
Using graphic design techniques and producing visual media to communicate concepts
- Proofreading | Proficient
Finding and correcting errors in written texts
- Attention to detail | Proficient
Identifying differences in materials, following instructions, and detecting details among distracting information
- Business math | Proficient
Using basic math to solve problems in a business context

Social Media Certifications

- Facebook Blueprint
July 2020 to Present
- Twitter Flight School
July 2020 to Present
- Hootsuite Platform Certification
July 2020 to Present
- Hootsuite Social Marketing Certification
July 2020 to Present
- Advanced Google Analytics Certification
July 2020 to Present
- Google Analytics Individual Qualification
July 2020 to Present