CHANDLER SCHEMMEL

SOCIAL & COMMUNITY MARKETING LEADER

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Social media manager with 7+ years building platform-native strategies and thumb-stopping, product-driven content for beauty, wellness and lifestyle brands. Owns the full creative cycle from strategy to concepting, shooting, editing and posting, including an organic reel that reached 788K views and 12K shares. Turns super-customers into advocates, scales engaged communities, and uses performance data to test, iterate and grow across Instagram, TikTok, Facebook and Reddit.

WORK EXPERIENCE

SOCIAL MEDIA & COMMUNITY MANAGER 2024 - Present

Willow Innovations; Mountain View, CA (Remote)

- Own platform-specific strategy across Instagram, TikTok, Facebook and Reddit, setting content intent, posting standards and KPIs aligned with brand and business goals.
- Concept, shoot, edit and post original video, photo and carousel content; produced 6 organic posts exceeding 100K views, including a 788K-view reel with 12K shares and 18K engagements.
- Nearly doubled net-new annual follower growth, from 11,851 in 2024 to 22,396 in 2025, through platform-native content and engagement strategies.
- Built a product seeding and review-generation engine that raised product rating from 3.9 to 4.7 stars in 3 months, driving purchases for new launches and underperforming SKUs.
- Own the content calendar end to end, rooted in product launches, cultural moments and awareness campaigns.
- Test format variants (long-form vs. quick-hit, copy and visual treatments) to continuously improve saves, shares and engagement.
- Launched the Willow Moms community and grew it from 0 to 6,000+ members, building an owned channel for two-way conversation and organic growth.
- Built a UGC campaign and paid-partnership creator recruitment workflow, identifying and briefing creators to expand authentic brand storytelling.
- Manage daily engagement across comments and DMs with proactive and reactive workflows that protect brand sentiment.
- Program monthly expert Q&As and plan in-person community events and brand partnership activations.

SOCIAL COMMUNITY COORDINATOR 2022 - 2024

Bulletproof 360; Seattle, WA (Remote)

- Built relationships with high-visibility followers and super-customers, uncovering partnership opportunities and extending organic reach, strengthening community connections and brand exposure.
- Secured an earned TV segment with Vanessa Simmons on Entertainment Tonight at 0 media cost through relationship-driven outreach that expanded brand visibility.

- Translated social performance data into actionable insights, informing content decisions and strengthening audience engagement strategies across the marketing team.

- Drove social channel growth through targeted community and content initiatives, expanding audience reach and strengthening ongoing engagement across digital platforms.
- Crafted and executed Bulletproof's social media strategy, increasing brand awareness and audience engagement through targeted content and community-building efforts.

FREELANCE MARKETER & CONTENT CREATOR 2021 - 2024
Mette Medical Aesthetics | Boutique Fitness

- Owned social media and marketing for a medical aesthetics practice, leading strategy and execution across [Instagram, Facebook, TikTok] and additional marketing channels.
- Built and managed the content calendar end to end, creating engaging beauty and aesthetics content that showcased treatments, results and the client experience.
- Streamlined content workflows from concept through posting, ensuring consistent, on-brand publishing.
- Managed comments, DMs and inquiries with timely, professional responses, building community and strengthening client connections throughout the customer journey.

SENIOR STUDIO MANAGER 2019 - 2022
Orangetheory Fitness | Boutique Fitness

- Grew membership 50% post-pandemic through targeted acquisition and retention efforts, strengthening studio performance and rebuilding the member base.
- Reached pre-pandemic membership and utilization levels first nationally through social-led retention campaigns that strengthened engagement and sustained member loyalty.
- Exceeded revenue and performance targets consistently by directing sales and marketing campaigns that strengthened acquisition, retention, and studio growth.
- Supported studios across three cities by consulting with underperforming locations, identifying performance gaps, and implementing targeted sales and marketing improvements.
- Directed acquisition and retention campaigns across social media, aligning sales and marketing initiatives with membership growth and studio performance objectives.
- Developed team members through ongoing coaching, performance monitoring, and support, strengthening capabilities and promoting consistent execution across studio operations.

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION | University of Wisconsin - Green Bay 2016

SKILLS & TOOLS

Technologies: Adobe Lightroom • Adobe Premiere Pro • Canva • Dash Hudson • Facebook • Facebook Insights • Final Cut Pro • Google Analytics • Google Workspace • Hootsuite • Instagram • Instagram Insights • iMovie • Later • LinkedIn • MS Office • MS Teams • Pinterest • Reddit • Reddit Analytics • Slack • Sprout Social • TikTok • TikTok Analytics • X • YouTube Shorts • Zoom

Skills: Social Media Strategy • Community Management • Brand Strategy • Audience Growth • Content Strategy • Social Engagement • Community Building • Brand Awareness • Organic Growth • Content Development • Content Calendars • Social Campaigns • Audience Engagement • Community Engagement • Social Listening • Brand Voice • Content Planning • Social Analytics • Performance Insights • Engagement Strategy • Follower Growth • Social Media Marketing • Digital Marketing • Organic Social • Influencer Relations • Partnership Development • Earned Media • Media Outreach • Product Seeding • Review Generation • Reputation Management • Brand Sentiment • Customer Advocacy • Consumer Engagement • Relationship Building • Acquisition Marketing • Retention Marketing • Member Retention • Campaign Management • Marketing Strategy • Growth Marketing • Event Marketing • Community Events • Experiential Marketing • Audience Development • Cross-Functional Collaboration • Marketing Analytics • KPI Development • Performance Tracking • Social Reporting • Editorial Planning • Visual Content • Short-Form Video • CreatorIQ • Squarespace • Nectar

CONTENT LINKS

Additional Items Available Upon Request

Talking Heads:

Rights While Flying: https://www.tiktok.com/@willowpump/video/7694799527370427678?lang=en

Babylist It Forward: https://www.instagram.com/reel/DceyfZiDMiT/

Kellie Gerardi: https://www.instagram.com/reel/DZaFxMPCIQZ/

Silly Moments:

Nicki Minaj Challenge: https://www.instagram.com/reels/DMf5qEZAC-V/

Secret Lives of Mormon Wives: https://www.instagram.com/reel/DV8xcywgFMi/

Spooky Stories: Breastfeeding Edition: https://www.instagram.com/p/DeJ7kFpjQIc/

Skelly: https://www.tiktok.com/@willowpump/video/7561463572878937358

Judge Schemmel: https://www.tiktok.com/@willowpump/video/7545544043854318862

Retail Support:

Caraa: https://www.instagram.com/reels/DNBFjJCCAB4/

Walmart: https://www.tiktok.com/@willowpump/video/7574116315649084685

Target: https://www.instagram.com/reels/DWUHirrjGWG/

Target: https://www.instagram.com/reels/DWG0lFIDG7k/

Rhinestoning:

Whimsy: https://www.instagram.com/p/DdRrYJLicA-/?img_index=1

Summer: https://www.tiktok.com/@willowpump/video/7522159387792706871

Holiday: https://www.tiktok.com/@willowpump/video/7449065953138265390

Graphics & Memes:

Met Gala: https://www.instagram.com/p/DX9qvR9nz6-/?img_index=1

World Cup: https://www.instagram.com/p/DZ-BhXsEuGM/

Mom Evolution: https://www.instagram.com/p/DW83myRoDrg/

Fall Mom: https://www.instagram.com/p/DPRI78EjDJS/
