



AMY M. SCHMITTAUER

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SUMMARY

A professional in digital media, Amy helps businesses create a strategy to organically grow online presence and social relationships through media outreach, content creation, and editorial management. She has been a resident of Columbus for 27 years and is extremely active in her local community, especially in the Downtown Columbus area.

EXPERIENCE

President, Vlog Boss Studios
Columbus, Ohio — 2010-14

Vlog Boss Studios is a digital marketing firm helping brands who want to create value creation for their ideal customer in the form of video content. Specializing mainly with YouTube publishing and optimization as well as the supplemental social media marketing plan to further drive the conversation and brand awareness.

Examples:

- Schmidt's Sausage Haus created a series of videos with VBS that gave their audience an inside look at their family-owned business, which even received local PR coverage.
- Alternative Fashion Mob successfully funded a Kickstarter campaign for their 2014 event which was produced by VBS.

EDUCATION

The Ohio State University —
Political Science

SKILLS

Marketing
Digital Media
Fundraising
Strategy Consulting

REFERENCES

Susan Ungar

President, DRAC

Kevin Tyler

Chair, Create Columbus

Kevin Wood

Previous COTA Board Member



Public Policy Assistant, Carpenter Lipps & Leland LLC

Columbus, Ohio — 2005-2010

Amy went to school for Political Science and wanted to go into campaign fundraising. She worked at this law firm with the best fundraiser in the State of Ohio, helping direct the most successful fundraising event for the Ohio Democratic House Caucus in Central Ohio and the second most successful in the state at that time. But even after many more successful events for prominent figures such as Governor Ted Strickland, Senator Sherrod Brown and other national and state officials, she discovered her real passion in new media and started her own company in 2010.

ORGANIZATIONS

Board Member, Downtown Residents' Association of Columbus

Columbus, Ohio —2012-14

Voted by the Downtown membership in 2012, Amy immediately took an officer position as Secretary of the Downtown board. During her first term, she spearheaded many issues for the central area such as working with the City of Columbus to allow Car2Go transportation for residents and visitors. Also, with a speciality in marketing, she used her knowledge of social media to almost double the average membership attendees for DRAC monthly meetings, which give an opportunity to get to know Downtown better.

Amy was reelected to her second term in February 2014 and moved on from Secretary to Meetings Chair, leading the planning of individual monthly meetings and increasing access to residents. This includes an unprecedented opportunity in April to take the residents out of the downtown proper area to see the new COTA CBUS before its official launch at the garage in Franklinton.

Play Chair, Create Columbus Commission

Columbus, Ohio —2012-14

Appointed by commission peers, Amy joined Create Columbus in 2012 with a great desire to work with the city and other young



professionals to spread the word about the great brand that Columbus has to offer. Messaging is the biggest issue for the city and as its something that's worked through,, the commission is helping better the environment here for YPs through the grants program and an extremely well-connected group on the board.

In 2014, Amy was appointed as Play Chair and has been working with her committee to go into local organizations who are not reaching enough of the young demographic as they would prefer so that they can use the commission as a sounding board for ideas and strategies to increase these opportunities and give the commission a great plan of action for helping make this happen..

Advocacy Committee Member, Gateway Film Center

Columbus, Ohio —2012-14

Appointed by President Chris Hamel, Amy has been working with the Gateway Film Center as a member of advocacy to assist with their efforts to better our community with the arts as the central area's local movie theater. Their willingness to hear from the most creative people in the city with this committee is making them a top local business in regards to the contribution of Columbus' brand with how we cater to the arts and innovation.

Engagement Committee Member, United Way of Central Ohio

Columbus, Ohio —2011-14

Appointed by the UWCO, Amy has been contributing her marketing experience to this committee to help the organization reach millennials and young professionals who are thinking about how they want to give back and why that should be with the United Way. Optimizing their online strategy and stressing the importance of the sense of ownership that this demographic has when they make these kinds of decisions are key points discussed often on this committee.

