

Alysha Schertz Matic

www.alyshaschertz.com

Communications Specialist, Business Journalist, Consultant

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Self-motivated team leader who excels under deadline pressure, and works well individually or as part of a team. I have advanced computer, communication and project management skills, and experience in business, technical, web content and ghost writing. I regularly consult on business development, marketing strategies, training research and development, content creation, and company online and social media presence and strategy.

AREAS OF EXPERTISE

Adobe Creative Suite

Adobe Connect

WebEx

Microsoft Office

Microsoft Teams

G-Suite Tools

Social Media Strategy

Business Development

Oral & Written Communication Skills

Copy Editing

Podcast Creation

Interviewing

Streamyard

Virtual Learning

Instructional Design

Constant Contact

MailChimp

Sharepoint

Survey Monkey

Photography

Videography

Google Analytics

Logo Design/Graphic Art

Basic Web Development

Umbraco

Basic SEO

Ghostwriting

Public Speaking

Final Cut Pro

PROFESSIONAL EXPERIENCE

Communication Specialist

October 2018- Present

BayCare Clinic

www.baycare.net

Content creator, writer, editor, podcast host, photographer and videographer for BayCare Clinic, the largest physician-owned specialty-care clinic serving 13 regional communities in northeastern Wisconsin. I produce content for the company website, social media posts, company-wide internal communications, ad copy, digital display ads, social media ads, newsletters, podcasts and video for distribution. I was instrumental in establishing the BayCare Clinic podcast, I host live on-camera events and interviews with specialty care physician experts and providers. I regularly contribute to strategy meetings, develop communication plans, marketing plans, advertising campaigns, and assist with marketing efforts for special events.

Freelance Journalist and Consultant

Aug. 2012 – Present

Writer and editor specializing in business, technology and social media related topics. I have been a freelance journalist and editor for seven years, and have had the privilege of working with several award-winning business publications and small to midsize companies throughout the country including [BizTimes Milwaukee Magazine](#), [BizTimes.com](#), [WisconsinBiz](#), [Giving Guide](#), [Wisconsin Family Biz](#), [Business Alabama](#) and [Innovate Wisconsin](#).

In addition to business publications, I have also ghost written hundreds of articles for company blogs, internal companies and Higher Education newsletters and websites, and have also managed award show projects and scheduled and organized dozens of speakers and topics for regional business conferences. I also regularly consult on business strategy, social media and web presence, and search engine optimization techniques.

Virtual Learning Expert

Aug. 2012- Dec. 2022

Mondo Learning Solutions

www.MondoLearning.com

Worked directly with corporate clients to produce and manage their virtual learning and training sessions. I seamlessly managed the technology and logistics of a virtual learning session so subject matter experts and facilitators can easily focus on their presentation. I worked closely with individuals to provide guidance and technology support for systems like Adobe Connect, WebEx, Go-To-Meeting, Microsoft Teams and Zoom. I also provide consulting services when projects require strong writing, documentation, and attention to detail and also have experience in effective communication, team management and instructional design.

Social Media Strategist & Web Manager

Aug. 2012- Jan. 2019

Midwest Penguins Volleyball Club

www.midwestpenguins.com

Established and managed the social media presence and web content for one of the region's premier youth volleyball organizations. Skills include social media and marketing content creation, development and strategic scheduling. Exercise

marketing knowledge to promote organization events, activities and tournaments and also design promotional pieces, posts and strategic content.

**Reporter/Videographer/Social Media Specialist
2012**

Jan. 2008- Aug.

BizTimes Media LLC

www.biztimes.com

Full time reporter for BizTimes Milwaukee Magazine focused on technology, social media use for business, higher education, manufacturing and health care. Served as one of two reporters and two editors on staff who wrote all the content for the bi-weekly publication, BizTimes.com and the BizTimes weekly e-newsletters. Also introduced the company to social media and strategically managed/oversaw the company's social media presence on multiple platforms. In addition, I also produced, edited and managed the company's YouTube Channel using state of the art equipment and editing software.

EDUCATION

Western Governors University

Masters in Business Administration

Expected Completion: March 2023

Carroll University

BA in Communications, Journalism and Politics

G.P.A.: 3.68

Graduated: December 2007

References and portfolio available upon request.