

DANIEL R. SCHMIDT

Telephone: 618-830-2264 | Email: danielschmidt35L4@gmail.com | Address: 1012 Meadows Ct. Maryville, IL 62062

Qualifications

Summary

- Served as the primary point of contact in numerous roles: client and Public Relations/Consulting teams on multiple projects; educational departments and Speech Center; customers and corporate leaders; and United States Army and Coalition Forces Human Intelligence Collection teams in Iraq
- Fostered a relationship with Treehouse Networkshop and Venture Café, expanded these relationships to contribute multiple presentations to improve entrepreneurial understanding of organizational culture; developed and expanded relationships with the SIUE School of Business and School of Engineering, resulted in a 52% increase in resource usage and improved organizational efficiency
- Led, managed, and mentored teams in multiple roles: executive leadership teams in communication strategies of conflict management, performance management, and organizational culture; personnel within the SIUE Speech Center to improve assistance to students, staff, and faculty; 15 commission sales personnel in a fast paced retail environment; numerous teams of various types within the United States Army

Project Management

- Increased student awareness of the SIUE Office of Sustainability by 13% by using research to improve the ways and means they deliver messages to students; all deliverables provided on time and under budget; managed a five member team with a \$1,000 budget
- Researched, created and implemented a social media campaign on behalf of an entertainment venue; increased ticket sales by 11% and alcohol sales by 23% in a 12 week period; resulted in increased weekly revenue of approximately \$2,000
- Researched and produced an employee management system to align employee behavior with organizational goals, enabled the organization to begin franchising
- Coordinated intelligence collection teams, proposed and planned the execution of over 160 military projects in combat environments that required adherence to strict deadlines; each project involved over \$2,000,000 of equipment, the lives and safety of over 30 personnel, and often consisted of overlapping coordination timelines
- Managed a 12 member team tasked with the relocation of an organizational headquarters; project involved over 120 employees, \$4,000,000 of highly classified equipment, and coordination with National Law Enforcement Agencies of the United States and Germany
- Proposed, planned, creatively funded, and executed on time and under budget a highly successful new event at SIUE to increase awareness and perceived value of the Speech Center, which is now held annually

Leadership and Development

- Developed, implemented, and taught the curriculum for two sections of Study Skills, and six sections of Career Development and Planning, totaled over 180 students
- Senior leader responsible for the training, professional growth, accountability, and welfare of 40 subordinates including 4 direct reports and 36 indirect reports which were dispersed at five geographical separate locations while deployed to combat environments
- Worked closely with vendors to communicate customer needs, design successes, and provide support for product improvement
- Participated in weekly P&L meetings to improve efficiency while maintaining effectiveness; participated in weekly meetings with senior leadership to identify improvement strategies for other locations
- Designed and managed the implementation of public speaking and presentation training to over 5,400 students, staff, and faculty
- Designed and oversaw the implementation of Equal Opportunity training programs to nine subordinate elements consisting of over 5,000 members; collected, analyzed, and reported quarterly narrative and statistical reports to higher headquarters
- Created the curriculum for a two week Public Relations Course sponsored by Chelgate Public Relations Firm, Bucharest, Romania during a travel abroad program; program is ongoing and still successful three years after creation

Computer Proficiencies

- Microsoft Word, PowerPoint, and Excel
- SPSS
- Qualtrics

Academic Research

“Socialized Aggression: Hypermasculinity and Sexual Assault in the United States Military”

- Viewed the sexual assault epidemic within the military as a cultural phenomenon, identified multiple positive relationships and negative relationships between demographic variables, the socialization stage of military members, and hypermasculine ideologies which suggest military Basic Combat Training as an important aspect in the development of hypermasculine ideologies within the United States Army
- Conducted multiple correlation analysis of responses to demographic variables, Haueter, Macam and Winter’s (2003) Newcomer Socialization Questionnaire, and Burk et al.’s (2004) Auburn Differential Masculinity Inventory

“Sensemaking in Employee Dissatisfaction”

- Explored ways that employees experience and attempt to resolve job dissatisfaction and how this process seems to follow the sensemaking communication model proposed by Karl Weick
- Interviewed participants from various educational, employment, and industrial backgrounds who were currently employed and responded that they are regularly unhappy with their current employment

“Sexual Aggression in the United States Military”

- Identified correlations between the amount of exposure a United States military member experiences and their acceptance of violence, sexual aggression, and adversarial sexual beliefs
- Conducted multiple correlation analysis of responses to demographic variables, Lonsway and Fitzgerald's (1995) Acceptance of Violence Measure, Burt's (1980) measure of Adversarial Sexual Beliefs, and Koss and Oros's (1982) Sexual Experience Survey

"FUBAR and SNAFU: The Sexually Aggressive Language of the United States Military"

- Viewed the jargon and informal language of United States military members which identified the language to be highly sexually aggressive and reflected cultural aspects which marginalizes and sexually objectifies female service members
- Conducted qualitative content analysis on the responses to open ended questionnaires provided to military personnel from diverse backgrounds

Education

Master of Arts, Corporate Communication

May 2015

Southern Illinois University Edwardsville

GPA- 3.79

Concentration: Corporate/Organizational Communication and Training & Development

Bachelor of Arts, Public Relations

Southern Illinois University Edwardsville

GPA- 3.77

Professional Experience

Applecore Communication Consulting

Aug 2014-Present

Founder & Lead Consultant

Identify organizational needs by interviewing executive leadership, management teams, and employees to identify areas of growth and improvement. Design solutions and deliver training to organizational needs, measure results to confirm effectiveness.

Southern Illinois University Edwardsville

Aug 2013-May 2015

Speech Center Assistant Coordinator

Created and implemented training to improve public speaking and presentation skills to university faculty, staff, and students.

Lecturer

Developed, taught, and evaluated student learning in courses focused on improving students' study skills and career development skills.

Weekends Only Furniture

Nov 2010-Aug 2013

Sales Supervisor

Attain sales objectives through the use of the customer satisfaction system by recruiting, hiring, coaching, mentoring and retaining sales associates. Responsible for the training and daily operations of 15 commission sales associates.

United States Army

Mar 1999-Feb 2010

Human Intelligence Platoon Sergeant

Served as the Platoon Sergeant of a Human Intelligence Collection Platoon; responsible for the accountability, welfare, physical fitness, administrative actions and counseling of 40 subordinates (four direct reports, 36 indirect reports); provided leadership, mentorship and training on all military and specialized professional tasks; responsible for the maintenance, serviceability and accountability of equipment valued at over \$3,000,000.

Volunteer Projects

Animal Welfare-Metro East Humane Society

- Provide strategic communication assistance to the Metro East Humane Society in the development of social media strategies
- Contribute tactical communication assistance by writing appeal letters and press releases, emcee events, and provide assistance on persuasive sales strategies to encourage adoptions

Venture Café St. Louis

- Volunteer in various areas to provide a friendly environment and to assist new visitors through regularly presenting a weekly orientation presentation
- Contributed presentations focused on understanding organizational culture and combining unlikely experiences into a meaningful career

Academic Honors

- ***Who's Who Among Students in American Universities and Colleges*** - selected by faculty and administrators based on academic achievement, community service, and leadership
- ***Lamda Pi Eta*** - Speech communication honors society; recognizes, fosters, and rewards outstanding scholastic achievement while stimulating interest in the communication discipline
- ***Phi Kappa Phi*** - restricted to students with integrity, high ethical standards, and who are ranked scholastically in the top 7.5% of all students
- ***Robert B. Hawkins Award*** - awarded to one outstanding graduate student who shows a combination of outstanding grades, meaningful participation in service activities, notable contributions to the discipline, and creativity