

JENNIE SCHUETTE

MARKETING MANAGER

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WORK EXPERIENCE

Marketing Supervisor

The Ranch at Rock Creek | Philipsburg, MT

July 2022 - Present

Relais & Châteaux & Forbes Travel Guide Five-Star Ranch

- Lead cross-functional marketing projects integrating efforts between agencies, internal teams and external partners for a seamless execution of result driven marketing strategies.
- Design and deploy data-driven targeted email campaigns, achieving exceptional results including 67.9% open rates, 50% click-through rates directly contributing to over 18M in revenue.
- Oversee the production of all guest-facing materials such as sales and marketing collateral, in-room collateral, signage, ensuring consistent branding and timely delivery.
- Manage digital marketing agencies to optimize website performance, social media presence and enhance paid search efforts leading to 43% increase in social media engagement and 8x return on ad spend (ROAS).

Digital Marketing Consultant | JB Consulting, Lubbock, TX

Jan 2020 - April 2022

- Specialized in developing B2C marketing strategies for startup companies and collaborated with clients to build and implement tailored communication plans to elevate their brand and engagement across multiple channels.
- Utilized Adobe Creative Suite to design custom graphics, visually compelling content for web and social media, and print materials to align with clients' branding to achieve consistent brand identity.
- Developed and managed social media content calendars driving a 30% increase in follower count and significantly increased engagement.

Events Specialist | Zephyr Hills Ranch, Whitewright, TX

Oct 2017 - Nov 2019

- Strengthened guest relationships through detailed event planning with clear, engaging communication, ensuring memorable experiences that aligned with the brand's vision of luxury and adventure.
- Successfully coordinated 50+ group events collaborated with established and new vendors to deliver seamless, on-brand activations and exceed guest expectations.
- Enhanced operation processes and identified opportunities for client satisfaction and revenue growth contributing to an elevated experience.

EDUCATION

Texas Tech University | Lubbock, TX | Bachelor of Science in Agricultural Communications

CERTIFICATIONS

SEO for Beginners | Semrush Academy

March 2025

Social Media Marketing | Hubspot

November 2024

Email Marketing for Hotels | Revinate

October 2023

Email Marketing | Hubspot

March 2022

SKILLS

Adobe Creative Suite
Email Marketing
B2C Marketing Strategy

Agency Management
Brand Development
Data Analysis SEO/SEM

Social Media Strategy
Content Development
Photography

Revinate
Adaptable
Innovative



Portfolio Site