

## Robert Schacht

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### SUMMARY

Results-driven marketing professional with 5 years of experience across marketing, product and customer support. Proven track record in strategic thinking, cross-functional collaboration, and innovative problem-solving. Seeking a marketing position where I can contribute to innovative campaigns and elevate brand presence.

### SKILLS

Persona Development | Email Marketing | Marketing Strategy | Cross-Functional Collaboration | CRM Management | Content Strategy | A/B Testing | Campaign Optimization | Data Analysis |

### PROFESSIONAL EXPERIENCE

**Product Intern**, Miro | Jan 2024 – Current | Los Angeles, CA

- Launched the Remember Me feature, reducing time to sign in by 40%
- Led feature review and demo presentation for a global, cross-functional audience of 60+ stakeholders, ensuring alignment with senior leadership
- Compiled research documents, generating 50+ insights to inform product enhancements for the sign-in experience
- Refined data tools and surfaced trends, improving customer insights and data accuracy
- Decomposed and refined product epics in Jira into 20+ stories with detailed acceptance criteria, accelerating delivery timelines

**Subject Matter Expert / Sr. CSR**, Miro | December 2020 – Current | Los Angeles, CA

- Awarded the Support Impact Award for developing a product automation that reduced SME workload by 75% annually
- Developed and launched an internal integrations guide viewed by 200 GTM team members, achieving a 58% engagement return rate
- Stabilized over 12 critical product incidents, coordinating cross-functional teams and implementing solutions to restore service stability and minimize downtime
- Identified process improvements in user management, launched 5+ quarterly projects focused on automation which reduced inbound ticket load by 20%
- Managed 20+ daily customer inquiries, achieving 95% positive feedback survey results

**Partnerships Coordinator**, Imperson | July 2019 – January 2020 | Los Angeles, CA

- Planned and optimized email marketing efforts, generating over \$100k in pipeline growth and acquiring 10+ key enterprise accounts
- Supported marketing initiatives including conference planning, content strategy and customer research to increase product awareness and adoption

**Marketing Coordinator**, Compadre | October 2018 - June 2019 | Los Angeles, CA

- Developed core business processes including outreach strategy, CRM software implementation and travel/conference strategies
- Planned launch media strategies, resulting in the acquisition of 10k followers across platforms

### EDUCATION

BBA - Marketing, University of Wisconsin - Milwaukee | Milwaukee, WI

- *Coursework including: marketing research, internet marketing, entrepreneurship*
- *Graduated Cum Laude*