

MAGGIE SCHMIDT

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Summary

Creative marketing leader experienced in developing campaigns, narratives, and audience experiences that translate complex business challenges into clear and compelling ideas. Background spans creative direction, brand strategy, community-building, public advocacy, and multidisciplinary storytelling across technology, membership organizations, and entrepreneurial ventures.

Experience

Awen LLC

Co-Founder & Chief Marketing Officer

Feb 2023 – Present

- Led brand strategy, creative direction, messaging, and audience engagement initiatives for 20+ organizations across technology, advocacy, and community sectors.
- Directed cross-functional campaigns and coordinated creative contributors, partners, and stakeholders across digital marketing, events, content, and community initiatives.
- Developed marketing strategies supporting 40+ events, including a flagship conference attracting 700+ attendees and multiple events exceeding 100 attendees.
- Translated complex subject matter into accessible narratives while advising clients, stakeholders, and executive partners on growth and engagement initiatives.

Wisconsin Blockchain Business Council

President

Mar 2025 – Present

- Lead communications, advocacy, and public education initiatives for a statewide membership organization representing Wisconsin businesses and industry stakeholders.
- Developed organizational messaging and engagement strategies supporting member growth, public awareness, and legislative advocacy efforts.
- Organized industry events attracting 100+ attendees and featuring policymakers, institutional investors, and technology leaders.
- Built partnerships with 10+ sponsors and strategic organizations while supporting a membership community of 36+ registered members.

Intersect – Cardano Ecosystem

Growth & Marketing Committee Member (Elected)

Dec 2025 – Present

- Elected to a global growth and marketing committee responsible for evaluating strategic marketing initiatives.
- Assess campaign proposals, brand development strategies, and audience engagement opportunities.
- Collaborate with cross-functional leaders to provide recommendations on creative concepts, messaging, and growth initiatives.

Mie (Independent Music Project)

Recording Artist & Creative Director

2018 – Present

- Built and directed a multidisciplinary creative brand spanning music, visual storytelling, photography, video production, and audience engagement.
- Secured 20+ media and press placements, including PBS Milwaukee, WISN 12, Milwaukee Film Festival, and regional publications.
- Led creative direction for release campaigns, coordinating collaborators across design, photography, production, and promotional strategy.
- Developed visual identity systems and creative campaign concepts across music, photography, video, and digital platforms.

Education and Training

University of Wisconsin - Milwaukee | Milwaukee, WI

Bachelor of Arts in Vocal Performance | Dec 2019

Selected Creative & Leadership Achievements

- Directed brand strategy, messaging, and creative initiatives across 20+ organizations spanning technology, advocacy, community, and creative sectors.
- Led marketing and storytelling efforts supporting 40+ events, including a flagship conference attracting 700+ attendees.
- Secured 20+ media placements through integrated creative campaigns, including PBS Milwaukee, WISN 12, Milwaukee Film Festival, and regional publications.
- Presented strategic and creative recommendations to executives, policymakers, sponsors, and industry stakeholders.

Skills

Creative Direction • Brand Strategy • Art Direction
Narrative Development • Campaign Development • Concept Development
Content Strategy • Audience Engagement • Creative Leadership
Cross-Functional Collaboration • Stakeholder Management • Public Speaking
Digital Marketing • Experiential Marketing • Integrated Communications

Tools

Adobe Creative Suite • Canva • WordPress / Elementor
Mailchimp • Email Marketing & Audience Engagement
Asana • ClickUp • Notion
Content Management Systems (CMS) • Google Workspace