



CHARLIE SCHMIDT

PUBLIC RELATIONS SPECIALIST

CONTACT

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- Fredericton, New Brunswick

SKILLS

- Project Management
- Political Relations
- Teamwork
- Leadership
- Effective Communication
- Critical Thinking
- Digital Marketing

LANGUAGES

- English (Fluent)
- French (Developing)

REFERENCES

A wide range of references available upon request
Including:

- Elected Officials
- Campaign Staff
- Business Owners
- Managers/Coworkers
- Educators/Professors
- Peers/Volunteers
- Community Leaders




PROFILE

A versatile and driven professional with extensive experience in the cosmetic industry, retail, and public relations. A strong leader with a passion for community involvement and political engagement, demonstrated through volunteer work on campaigns, fundraising, and supporting individuals with sensitivities. Skilled in sales strategy, social media management, team leadership, political activities and public relations. Experienced in project management, organizing non profit initiatives, and problem-solving.


Seeking to apply leadership, political, and social expertise in a role that combines strategic thinking with meaningful impact.

WORK EXPERIENCE

SOCIAL MEDIA MANAGER

-  **Shoppers Drug Mart** 2023-Current
- Content Creation & Engagement** – Skilled in Reels, interactive posts, and community management.
 - Campaign Strategy** – Experienced in giveaways, promotions, and fundraising initiatives.
 - Industry Expertise** – Strong background in cosmetics, retail, and brand marketing.
 - Results-Driven** – Focused on growth, engagement, and data-backed strategies.

AUXILIARY WORKER

-  **Horizon Health, Auxiliary Department** 2024
- Patient Support** – Established long-term trust with patients, maintaining a customer base and ensuring satisfaction during times of hardship.
 - Leadership** - Oversaw daily operations of the hospital’s Auxiliary Department, including management of funds and business operations.
 - Rules and Regulations** - Abided by and enforced hospital policies, maintaining seamless connection between patient care and auxiliary services.

COSMETICIAN

-  **Shoppers Drug Mart, Jean Coutu** 2021-Current
- Team Collaboration** – Worked closely with diverse teams to achieve common goals and foster a positive work environment.
 - Sales and communication**– Leveraged strong communication skills to effectively meet client needs and exceed sales targets.
 - Community-Focused** – Focused on personalized service and creating meaningful connections, aligning with community-driven values.

- Volunteer* **COLDEST NIGHT OF THE YEAR** 2025
- Leader of ‘Team Fredericton North’, a group of 10+ people supporting the CNOY event.
 - Raising money for non profit organizations and spreading awareness.
 - Delivering a team win, securing a top 5 spot within the province, personally raising over 2000\$.
 - Organizing community events and fundraisers.

- Volunteer* **THE LUKE RANDALL CAMPAIGN** 2024
- Connecting with voters at the doors and over the phone.
 - Discussing and debating complex and serious topics.
 - Supporting and communicating with those whom have sensitive needs.
 - Building community and personal following through political activity.