

ABBY SCHIRMACHER

EDUCATION

University of Colorado Boulder
College of Media, Communication and Information
B.A. Journalism
Minors: Business and Sociology
Certificate: Writing

SKILLS

- Management of media coverage tracking and reporting in platforms including Muck Rack, Cision and TV Eyes.
- Budget management and proficiency in processing invoices and expense reports.
- Strong written and verbal communication skills.
- Creative mindset with innovative and thought-provoking ideas.
- Strong sense of brand management and crisis management.

CONTACT INFO

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[LinkedIn](#)
[My Portfolio](#)

LEADERSHIP

Co-Chair

VISIT DENVER Employee Committee | 01/2024 - Present

- Leads a team of 10 staff members to plan monthly employee engagement events and activations for a 60+ employees.
- Utilizes partnership opportunities across the city of Denver with local businesses, restaurants and venues to establish a community-driven mindset for employees.

Public Relations Vice President

Gamma Phi Beta | 11/2019 -01/2021

- Served on the executive board as a leader during a global pandemic and a time of severe uncertainty.
- Oversaw PR department within the organization including internal and external event planning, apparel, social media, philanthropy and alumni relations.
- Managed a \$100,000 budget for the PR department using funds from membership dues.

EXPERIENCE

CULTURAL TOURISM PROGRAMS MANAGER

VISIT DENVER | May 2024 - Present

- Manages VISIT DENVER cultural marketing programs including Denver Restaurant Week and Denver Arts Week.
- Manages Denver365.com events calendar.
- Oversees Tourism Information Centers.
- Serves as a liaison between the organization and Denver's rich and diverse cultural community.

PR & COMMUNICATIONS COORDINATOR

VISIT DENVER | October 2022 - May 2024

- Prepared various media documents including press releases, brochures and more.
- Managed vendors to track monthly media mentions.
- Handled media efforts with meetings and trade publications including development and distribution of press releases and pitching.
- Arranged various department activities including press conferences, trade shows, tours, travel writer receptions, etc.
- Prepared team expense reports, invoices, financial reporting and other financial transactions.

CO-FOUNDER AND EDITOR

The Curio Cabinet | June 2023 - Present

- Co-founder of a digital magazine platform covering fashion, music, culture and more in Denver and beyond.
- Developed and maintains a website, social media accounts, onboarding procedures for new writers, monthly content calendar and more to effectively manage a team of 8+ writers creating consistent blog posts.

FASHION EDITOR

303 Magazine | January 2021 - October 2022

- Managed a desk of 10 writers and fostered an environment where Denver fashion took shape in the form of storytelling.
- Created a weekly editorial calendar, approved pitches, edited articles and managed the monthly fashion desk budget.
- Onboarded new interns and determined promotions for interns to become paid staff writers.