

ABBY SCHIRMACHER

EDUCATION

University of Colorado Boulder

B.A. Journalism

Minors: Business and Sociology

Certificate: Writing

SKILLS

- Management of email marketing campaigns including content development and design.
- Management of media coverage tracking 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 and crisis management.
- Storytelling through mediums including writing, social media, photography and more.

CONTACT INFO



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 60+ employees.
- Utilizes partnership opportunities across the city of Denver with local businesses, restaurants and venues to establish a community-driven mindset for employees.

Voting Council Member

Denver County Cultural Council | 05/2024 - Present

- Voting member on the grant review Council for Denver's Tier III Scientific and Cultural Facilities District (SCFD) funds.
- Reviews 94+ grant applications from local arts and culture organizations and determines the allocations to each qualifying Tier III organization.

EXPERIENCE

CULTURAL TOURISM PROGRAMS MANAGER

Visit Denver | 05/2024 - Present

- Manages all aspects of Visit Denver's signature cultural marketing programs Denver Restaurant Week and Denver Arts Week; including outreach to partners, promotions across all channels and reporting program wins to stakeholders.
- Manages Denver365.com events calendar and a contractor who approves event submissions. Determines the organization's promotional strategies for key events.
- Serves as a liaison between the organization and Denver's rich and diverse cultural community.

PR & COMMUNICATIONS COORDINATOR

Visit Denver | 10/2022 - 05/2024

- Managed media 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 10+ writers creating consistent blog posts and social media content.
- Serves as the PR Director for Color of Fashion, a local nonprofit diversifying Denver's fashion scene.

FASHION EDITOR

303 Magazine | 01/2021 - 10/2022

- 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.