

BRAD SCHOMBURG

COMMUNICATIONS LEADER

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OBJECTIVE

Leverage my multifaceted skill set to develop compelling content that contributes to impactful initiatives, while learning from and collaborating with key stakeholders to inspire, inform, and connect with audiences of all types.

EXPERIENCE

Communications Lead (Contract)

Impakt IQ – Napa Valley, CA Sept 2024 - Present

Collaborate closely with CEO, COO, sales, and engineers to bring to market an innovative software business intelligence tool that empowers organizations to optimize their sustainability efforts. Contribute to the design of an effective go-to-market strategy that encompasses media relations, marketing collateral, events, and website development.

Director, Communications & Projects

Sunverge Energy – San Francisco, CA Jul 2021 - Feb 2024
(Acquired by Budderfly)

Worked alongside the CEO to create impactful messaging and content, designed to connect with niche target audiences. My key responsibilities included:

- Overseeing content production (brochures, presentations, and email campaigns), which led to a doubling of secured contracts
- Developing website content and tracking analytical metrics to clearly convey our product's value proposition and engage potential customers

Communications Director (Contract)

Jameson Humane – Napa Valley, CA Jun 2019 - Jun 2021

Oversaw both strategic and operational activities while informing thought leadership and communication directives. Key responsibilities included:

- Securing media coverage for major company milestones and events
- Leading a rebranding initiative to align esthetics with messaging to boost awareness, resulting in securing nearly \$10M in donations over three years
- Developing marketing materials like brochures, social media content, promotional video scripts, and key talking points (messaging house)

SKILLS

- ◆ Strategic Communications
- ◆ Media Relations
- ◆ Business Writing/Editing
- ◆ Story and Narrative Creation
- ◆ Collateral Development
- ◆ Web and UX Design
- ◆ C-Level Collaboration
- ◆ Project Management
- ◆ Adobe Creative Cloud
- ◆ Microsoft 365

EDUCATION

Marquette University

Bachelor's Degree,
Advertising
1996-2000

UW-Milwaukee

Master's Degree,
Professional Writing
2005-2008

EARNED MEDIA COVERAGE

Jameson Humane

[KRON4](#)

[Marin Magazine](#)

[Haute Living Magazine](#)

Sustainability Accounting Standards Board

[Wall Street Journal](#)

[Barrons](#)

[IR Magazine](#)

EXPERIENCE (CONTINUED)

Manager, Publications & Projects

Sustainability Accounting Standards Board (now IFRS) – San Francisco, CA Jun 2016 - Jan 2019

Oversaw all media outreach efforts while managing publication production calendars, policies, and procedures for a variety of content, including all educational publications, annual reports, corporate brochures, presentations, and articles. Other key responsibilities were as follows:

- Established trusted relationships with media to ensure coverage for key developments
- Developed regional campaigns, contributing to \$5M in new benefactor contributions
- Managed the SASB Publications Library, an online collection of advisory guides and publications

Director, Communications & Projects

Nexant – San Francisco, CA Sep 2014 - May 2016
(Acquired by Resource Innovations)

Directed and developed proposal, technical, and project-related content from concept to completion to ensure message alignment and consistency across all document types. Facilitated cross-team engagement; maintained quality control of all deliverables; and demonstrated technical excellence, objectivity, and clarity while adhering to deadlines. Specifically:

- Managed proposal projects, including quality of contributions, compliance adherence, internal client communications, and staff; all of which resulted in a 3x uptick in contracts secured, equaling \$12M in new revenue
- Managed day-to-day aspects of technical content initiatives by ensuring documentation was accurate and met software release schedules
- Wrote and edited technical documentation and client-facing communications
- Supported marketing and proposal opportunities via copy writing, graphic design, and formatting of deliverables

Technical Editor & Proposal Writer

Johnson Controls – Milwaukee, WI Mar 2007 - Feb 2014

Managed client proposals to ensure persuasive, cohesive, and concise responses to RFPs, RFIs, and other proposal-related documents. Key responsibilities included:

- Coordinating client proposals, from the initial writing to delivery phase
- Interviewing solution development directors, subject matter experts, and other resources
- Editing and rewriting technical documentation for effective presentation of ideas, scope, and tone to meet end-user needs
- Balancing customer documentation needs versus timeline release due dates

REFERENCES & SAMPLES

References can be provided upon request; and samples are included here: [portfolio website](#).