

BRITTNEI SCHAEFFLER

VISUAL AND WRITTEN CONTENT CREATOR
ASSISTANT PROFESSOR
BELIEVER IN JESUS CHRIST

Brittnei.schaeffler@gmail.com - Orange County, CA.

TO THE TEAM AT LIFEWAY WOMEN:

It is with great excitement and experience that I apply for the position of Content - Production Editor. I believe I have the professional experience and love for Jesus required to create, edit, and to support the sharing of engaging and grammatically correct Biblical content. I truly believe God has called me to use my gifts in visual storytelling, writing, and creative design to help others spread their valuable messages.

For the past eight years, I have been working as an independent content creator and consultant for local and international non profit organizations. I regularly write compelling story narratives, summarize information for social media captions, and draft engaging website content for use by requesting non profits. Additionally, I am often hired to personally film at events (or to coalesce previously acquired footage) in order to create meaningful marketing videos.

Several examples of recent visual and written content that I have produced, created, and edited are below:

- **US Humane Society and additional partners:** Lead content creator, scriptwriter, director, and speaker in weekly updates for the Nation's largest 4,000 Envigo beagle [rescue mission](#).
- **Priceless Pets:** Collaborate with website design companies to draft, edit, and publish written and visual content.
 - For example, a majority of the verbiage and all videos published on the [Chino Hills](#), [Claremont](#), and [Costa Mesa](#) location pages were produced by myself.
 - Document and create content showcasing [staff interviews](#) and [animal rescue missions](#); including the emergency rescue of over [300 shelter animals](#) from euthanasia in Texas.
- **UAnimals:** Produced, planned, and lead a social media and fitness [fundraising campaign](#) that spanned three different counties in Southern California.
 - To successfully do so, I planned and accomplished the following:
 - The creation of social media infographic packages for different businesses and partners to readily share.
 - The management of the RSVP list of donors and attendees at fundraising events.
 - The editing of key interview takeaways into [shareable video content](#).
 - Openly discussed details of the campaign while being filmed for a local TV [news segment](#).

In addition to working as a content creator and producer, I am also an [assistant professor](#) at a Christian university. I am blessed to be able to create and organize instructional curriculum from a faith-based foundation. As a professor, I hold myself to high academic standards; consistently checking for grammatically correct assignments, professionally working with other faculty, and bringing my own unique energy to the classroom. In the past, I have also managed the editing and posting of [blogs](#) to FirstCarbon Solution's website. Prior to 2020, I volunteered with Inland Hills Church production team as their lead announcement [speaker](#) for online and in-person Church services.

Personally, I do believe that I am well-equipped to join the Lifeway team as the Content - Production Editor. I find joy and purpose in helping others to share their own; especially with a focus on spreading Biblical truths and the love of Jesus. Each morning, I spend time reading my Bible and writing my own journal reflections on scripture. I regularly share these written messages with others via social media and occasionally through recorded YouTube [videos](#). I do believe that God is calling me into a professional role where I can share my current strengths while also learning new skills. It is my hope that Lifeway is the next step in his journey for me.

I look forward to the possibility of an interview with your team. Regardless, thank you for the work you all do to spread the light of Jesus. It is truly what this world needs most.

Thank you,
Brittnei Schaeffler



BRITTNEI R. SCHAEFFLER

USA: Orange County, CA (714) 393-3564 Brittnei.Schaeffler@gmail.com

QUALIFICATION HIGHLIGHTS:

Video producer, editor, writer, and project lead.
Experience blog writing and storytelling.
Masters degree, Bachelors degree, and English Minor.

Strong knowledge of Biblical scripture.
Passionate speaker and confident presenter.
Proficient in Canva, iMovie, Microsoft Office, Anchor, Wordpress.

EDUCATION & CERTIFICATIONS:

Edinburgh Napier University, 2015

Master of Science: Conservation and Management of Protected Areas.
Thesis: Methods to increase effective conservation science communication.
Field Studies: Trinidad/Tobago and Florence, Italy.

Cornerstone Foundation, 2023

Certified in the Fundamentals of Grant Writing.
Certified in the Fundamentals of Non Profit Creation.

Chapman University, 2013

Bachelor of Science: Environmental Science and Policy.
Minor: English and Writing.

QSR International, 2016

Certified Fundamentals of Qualitative Data Analysis.

Vanguard University, 2020

Certified in Online Design & Teaching for Impact

National Academy of Sports Medicine, 2015

Certified Personal Trainer and Fitness Nutritionist.

PROFESSIONAL CONTENT CREATION AND TEACHING EXPERIENCE:

CREATOR OF THE FROST FUND PROJECT: www.frostfund.org, 2015 - Present.

- Strategically assist local/international animal nonprofits in reaching their content creation, education, and public relation goals.
- Create engaging written and visual educational content by filming, editing, writing, and narrating videos for website and social media purposes. Also, fluent in creating Wordpress websites and design.
- Write captions and create verbiage to be used in organizational email campaigns and featured on websites.
- Collaborate with nonprofit staff and volunteers to increase overall branding success and public impact.
- Lead writer and narrator of compelling written and visual stories used by nonprofit's and communications teams.
 - Examples include:
 - The [4,000 Envigo Beagle Rescue Mission](#) video campaign, Priceless Pet [website page](#); video and verbiage, the [Ukraine Animal Rescue](#) initiative and interviews, managing the [Red List Rescue](#) social media advocacy team.
- Lead meaningful [podcast interviews](#) with [guest speakers](#) and publish accompanying posts tailored to interview summaries.
- Direct and coordinate multiple video production and outreach projects both independently and on teams.

ASSISTANT PROFESSOR OF ENVIRONMENTAL & NATURAL SCIENCES: Vanguard & Chapman University, 2019 - Present.

- Creator, editor, and publisher of new curriculum while simultaneously teaching through hybrid, online, and in-person formats. Below are examples of courses designed and taught both online and in-person using asynchronous and synchronous methods.
 - Intro to Environmental Science, lecture and lab.
 - Intro to Geology, lecture and lab.
 - Environmental Policy and Impact, lecture.
 - Intro to Soil Sciences, lecture and lab.
 - Physical Science, lecture and lab.
 - Human Anatomy, Lab.
- Experienced project planner, editor of student academic submissions, and confident in multitasking between professional roles.
- Four years experience using Canva, Zoom, Canvas, Doodle Polls, Microsoft Office, Keynote, and more.
- Strong time management and organizational skills when interacting with students, faculty, and other job related tasks.
- Received highest approval ranking in 2019/2020/2021 by environmental students who shared anonymous feedback such as: *"This class was extremely applicable to the real world and how I can truly make a difference,"* and *"I learned so many new things and perspectives that changed me for the better."*
- Additional academic and teaching impact:
 - Selected 3 years in a row as the keynote speaker for VU's Liberal Studies Honor Society commencement.
 - Virtually attend monthly department meetings while teaching up to 15 units in a semester.
 - Designated in 2020 as the VU Environmental Science club advisor.

ADDITIONAL EXAMPLES OF EXPERIENCE IN CONTENT PRODUCTION:

CHURCH VIDEO ANNOUNCEMENT SPEAKER: *Inland Hills Church, 2019.*

- Volunteered with the Inland Hills production team as the lead speaker for announcements (see first 45 seconds).
- Announcements were shared online and in-person prior to the weekly sermon beginning.

BOARD MEMBER AND LOCAL TV SHOW HOST: *Friends of Long Beach Animals, 2021 - Present.*

- Selected out of over 100 applicants to be the host and face of Paws TV educational series (as featured on Roku).
- Attend bi-weekly meetings to discuss non profit agenda and goals.

WEBSITE CONTENT CREATOR AND EDITOR: *Priceless Pet Rescue, 2021 - 2022.*

- Develop, proofread, and publish written and visual content to new website pages upon request.
- Speak at and host fundraising and donor events to communicate important needs with supporters.

EXPERT SPEAKER IN CAPTIVITY DOCUMENTARY: *Be Profound Organization, 2017.*

- Selected as a featured speaker among other celebrities in a film festival award-winning documentary.
- Communicated knowledge of research in human wildlife conflicts, the importance of enclosure enrichment, and the need for multiple stakeholder support to properly conserve wild species.
- Highlighted shark finning, habitat loss, and AZA vs GFAS accreditation of zoos and sanctuaries.

LEAD ECOADVENTURE CENTER NATURALIST: *The Ritz Carlton Dana Point, 2015 - 2016.*

- Selected as the lead guide for outdoor educational excursions such as whale watching, nature walks, and snorkeling.
- The first Naturalist to design, create, and host several hands-on unique ecosystem educational projects for kids.
- Collaborate with other hotel departments for event coordination and success.

SUSTAINABILITY PROJECT COORDINATOR AND BLOG MANAGER: *FirstCarbon Solutions, 2013 - 2014.*

- Strategized with local and international Carbon Disclosure Project members to increase overall business supply chain sustainability in an effort to reach LEED certification.
- Created and edited company blog posts to increase customer engagement.
- Coordinated project timelines, budgets, and meetings with international supply chain members.

PROFESSIONAL REFERENCES:

John Ramer

Executive Director, Kindness Ranch Animal Sanctuary.

John@kindnessranch.org

307-331-5729

Dr. Jason Keller

Vice Provost of Graduate Studies and Environmental Science Dept. Chair, Chapman University.

jkeller@chapman.edu

714-289-2072

Ashlee Sprague

Director at Priceless Pet Rescue.

Ashlee.pricelesspets@gmail.com

909-548-9378