

Phillip Schwarzmann

San Francisco, CA

phillip.schwarzmann@gmail.com

www.philschwarzmann.com
@philschwarzmann



Work Experience

Nokia – Head of Social Media, North America (November 2011 – Present)

- Heading up social media program throughout Nokia's comeback in North America.
- Manages and engages Nokia's online community as a brand ambassador on Facebook, Twitter, YouTube, Nokia's official blog, and 3rd party sites.
- Launched Nokia's first Windows Phone device, the Lumia 710, through social media.
- Successful launch of Nokia's hero device at CES and SXSW, the Lumia 900, with positive buzz in social media from announcement through sales start.
- Spearheaded social media element to Lumia 900's launch event in Times Square with Nicki Minaj. After one week the video has received 1+ million YouTube views.
- Produced social aspect of Nokia's multimillion dollar "Smartphone Beta Test" campaign.
- Lead social media outreach during Lumia 900 data connectivity bug. Helped turn potential public relations disaster into positive news cycle.

Nokia – Communications Manager, Social Media (July 2009 – October 2011)

- Editor-in-Chief of Nokia's official blog, Nokia Conversations. Took readership from 155,000 uniques/ month to 958,000 uniques/month in 1.5 years.
- Conversations becomes 4th most read Corporate Blog, 34th most read Tech Blog, 37th most read Gadget Blog, and 1st most read Nokia-focused Blog. (according to Technorati)
- Launched localized editions of Nokia Conversations in Latin America, Finland, and China.
- Active member of Social Media team during CEO transformation & Microsoft partnership.
- Managed three-person team and eight-person agency.
- Videographer for Nokia during events. Own videos have reach 1+ million on YouTube.
- Co-host of Nokia's official podcast, reaching 10,000 listeners per week.

Nokia – Digital Marketing Manager, Games (January 2008 – June 2009)

- Headed up all global asset and campaign creation for Nokia's N-Gage gaming platform.
- Personally managed million-euro marketing budgets with top international agencies.
- Owner of online channels such as nokia.com and nokia.mobi.
- Executed digital ad buys and SEM at a global level.

Nokia – Online Marketing Specialist, S60 (January 2006 – December 2007)

- Headed the S60 Blogs, Nokia's first public blogging platform. Took the readership from zero to 98,000 monthly visitors in two years.
- Served as S60's Brand Evangelist representing S60 both online in Nokia's own channels, as well as popular blogs/forums, and also offline in community events and trade shows.

Education

- University of Maryland UMBC, Computer Science (Fall 1997 – Fall 1998)
- Johns Hopkins University, Information Systems (Spring 2001- Fall 2001)
- University of Helsinki, Finnish Studies (Fall 2003 – Fall 2005)

Extracurricular

- Author of comedy book "How to Marry a Finnish Girl" (Gummerus Publishers, 2011)
- Semi-professional stand-up comic for over three years, performing in San Francisco.
- Lived and worked in Europe for nine years. Speaks Finnish.
- Other passions include: Gaming, film, synthesizers, dogs, tennis, football, photography.

