

nicole keiser

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ARTIST | WRITER | MARKETING GAL

experience

DIGITAL MARKETING COORDINATOR (march 2019 - present)

city parks foundation

- help manage the organization's digital marketing strategy, primarily focusing on web and email
- develop content for email campaigns and manage a 200k+ subscriber database
- oversee full stack management of the organization's website
- assist with media and marketing partnership fulfillment
- assist with ad-hoc graphic design projects

INTERN → MARKETING ASSISTANT (summer 2015 + 2016; june 2017 - march 2019)

pocono profoods

- served as in-house graphic designer for all print + digital communications
- initiated + completed website redesign and served as site manager
- assisted with and attended culinary events and sales meetings
- developed content, maintained and monitored social media
- assisted with ad-hoc sales, IT and logistics projects

COMMUNICATIONS ASSISTANT (august 2016 - may 2017)

office of marketing and communications at bloomsburg university

- wrote press releases, blogs and web content
- wrote byline piece published in winter 2017 edition of the university's magazine
- assisted with office tasks such as mailings, and media tracking

skills

Photoshop		• strong copywriting skills
InDesign		• responsive web design
Illustrator		• keen eye for design
HTML/CSS		• microsoft office / google suite
JavaScript		• mac / pc proficient
Excel		• google analytics, SEO implementation
		• organization, time management, teamwork

education

BA IN MASS COMMUNICATIONS

bloomsburg university of pennsylvania
public relations focus / studio art minor

volunteerism

CAMPAGIN VOLUNTEER (2021)

soriano, herbig & hernandez
campaign in parsippany, nj