

# nicole keiser

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ARTIST | WRITER | MARKETING GAL

## experience

### DIGITAL MARKETING COORDINATOR (march 2019 - present)

city parks foundation

- 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 management of the organization's website
- collaborate across departments to bring the organization's mission to life
- 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		<ul style="list-style-type: none"><li>• strong copywriting skills</li><li>• responsive web design</li></ul>
InDesign		<ul style="list-style-type: none"><li>• keen eye for visual design</li></ul>
Illustrator		<ul style="list-style-type: none"><li>• microsoft office / google suite</li><li>• mac / pc proficient</li></ul>
HTML/CSS		<ul style="list-style-type: none"><li>• google analytics + google adwords</li></ul>
JavaScript		<ul style="list-style-type: none"><li>• strong organizational skills</li><li>• great time management</li></ul>
Excel		<ul style="list-style-type: none"><li>• collaborative</li></ul>

## 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