

# nicole keiser

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ARTIST | WRITER | MARKETING GAL

## experience

### DIGITAL MARKETING COORDINATOR → MARKETING MANAGER (march 2019 - present) city parks foundation / summerstage

- promoted to manager level in 2022
- 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 front- and back-end management of the organization's website
- collaborate across departments to bring the organization's mission to life
- assist with media buys, media partners and marketing partnerships
- manage flagship venue screen messaging and 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 lead-in 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 visual design
HTML/CSS		• microsoft office / google suite
JavaScript		• google analytics + google adwords
Excel		• strong organizational and time management skills
		• collaborative

## education

### BA IN MASS COMMUNICATIONS

bloomsburg university of pennsylvania  
public relations focus  
studio art minor

## volunteerism

COPYWRITER VOLUNTEER (2022)  
tech for campaigns

CAMPAGIN VOLUNTEER (2021)  
soriano, herbig & hernandez