

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 co-managed culinary events
- 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 clip tracking

volunteerism

FRONT OF HOUSE VOLUNTEER

(2022 - present)

mayo performing arts center

(various roles including usher, ticket taker, concessions/bar)

COPYWRITER VOLUNTEER (2022)

tech for campaigns

CAMPAGIN VOLUNTEER (2021)

soriano, herbig & hernandez

mayoral / town council

campaign in parsippany, nj

education

BA IN MASS COMMUNICATIONS

bloomsburg university of pennsylvania

public relations focus

studio art minor

skills

- strong copywriting skills
- responsive web design
- keen eye for visual design
- media planning
- html, css, javascript
- adobe creative suite
- microsoft office / google suite
- google analytics
- social media management
- strong organizational and time management skills
- collaborative