

nicole keiser

ARTIST | WRITER | MARKETING GAL

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experience

MARKETING MANAGER (march 2023 - present)

kings theatre

- work with the marketing director to promote all events to a variety of audiences
- manage and develop all content for digital marketing efforts through email (275K+) and social
- collaborate with promoters, agents and managers
- assist with media buys and marketing partnerships
- assist with show and venue public relations
- manage photographer scheduling and payment
- manage digital and print signage at the venue
- assist with ad-hoc design and admin projects (invoicing)

DIGITAL MARKETING COORDINATOR → MARKETING MANAGER (march 2019 - march 2023)

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

COPYWRITER (2022)

tech for campaigns

CAMPAGIN VOLUNTEER (2021)

*soriano, herbig & hernandez
mayoral / town council campaign*

skills

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

education

BA IN MASS COMMUNICATIONS

*bloomsburg university of pennsylvania
public relations focus / studio art minor*

- strong organizational and time management skills
- collaborative