

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
- lead overall marketing campaigns for co- and self-promoted shows.
- manage and develop all content for digital marketing efforts through email (240K+) and social (paid and organic)
- serve as in house graphic designer - created in-house beer can label and rebranding materials
- collaborate with promoters, agents and managers
- strategize and execute media buys and marketing partnerships
- assist with show and venue public relations
- manage admin tasks including venue signage, invoicing, settlement and photographer scheduling

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

city parks foundation / summerstage

- promoted to manager level in 2022
- oversaw digital marketing strategy and developed content for primarily focusing on web and email. site traffic and email open rates increased yearly to industry rates and beyond.
- oversaw front- and back-end management of the organization's website
- collaborated across departments to bring the organization's mission to life
- assisted with media buys, media partners and marketing partnerships
- managed flagship venue screen messaging and assisted 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 in-house events
- developed content, maintained and monitored social media efforts

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 univeristy's magazine
- assisted with office tasks such as mailings, and media clip tracking

volunteerism

FRONT OF HOUSE VOLUNTEER *(2022 - 2023)*

mayo performing arts center

COPYWRITER *(2022)*

tech for campaigns

ELECTION CAMPAGIN VOLUNTEER *(2021)*

parsippany, nj mayoral / town council campaign

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, basic php
- adobe creative suite
- microsoft office / google suite
- google analytics
- social media management
- strong organizational and time management skills
- collaborative