

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 music, comedy, lecture series, family events
- lead overall marketing campaigns for shows and the venue's brand in the NYC market
- manage and develop content for both organic and paid social strategy
- lead and implement email strategy to a growing list of 220K+
- oversee show marketing budgets, averaging \$15K per show
- serve as in house graphic designer - created in-house beer can label and rebranding materials
- collaborate with promoters, agents and managers as well as in-house venue team
- strategize and execute media buys (digital, OOH) and marketing partnerships
- assist with show and venue public relations
- manage admin tasks including venue signage printing, invoicing, settlement, the ADA email and photographer scheduling + coordination

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

volunteerism

MENTOR COACH (july 2024 - present)

america needs you - nj

FRONT OF HOUSE VOLUNTEER (2023, 2024)

new york film festival

FRONT OF HOUSE VOLUNTEER (2022 - 2023)

mayo performing arts center

COPYWRITER (2022)

tech for campaigns

ELECTION CAMPAIGN VOLUNTEER (2021)

parsippany, nj mayoral / town council campaign

skills

- strong copywriting skills
- responsive web design
- keen eye for visual design
- media planning + buying
- press + partner outreach

- html, css, javascript, basic php
- adobe creative suite
- microsoft office / google suite
- google analytics
- social media management

- strong organizational and time management skills
- collaborative

education

BA IN MASS COMMUNICATIONS

public relations focus / studio art minor