

# nicole keiser

ARTIST | WRITER | MARKETING GAL

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## EXPERIENCE

### MARKETING MANAGER

(March 2023 - present)

*Kings Theatre / ATG Entertainment*

- Develop end-to-end marketing campaigns for both shows and overall venue marketing.
- Manage and create content for organic and paid social strategy, resulting in strong ROI and over 12K+ follower growth.
- Lead and implement email strategy to a growing list of 250K+.
- Oversee show marketing budgets, averaging \$15K per show.
- Serve as in-house graphic designer - created venue beer can label, merch, venue signage, anniversary materials and more.
- Collaborate cross-functionally with promoters, agents and managers and in-house venue teams (Box Office, Production, FOH).
- Strategize and execute media buys (digital, CTV, OOH) and marketing partnerships.
- Oversee admin tasks including invoicing, settlement, the ADA email and photographer scheduling + coordination.

### DIGITAL MARKETING COORDINATOR → MARKETING MANAGER

(March 2019 - March 2023)

*City Parks Foundation*

- Promoted to manager level in 2022.
- Developed digital marketing strategy, 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

(2015 + 2016; June 2017 - March 2019)

*Pocono ProFoods*

- Served as in-house graphic designer for all print + digital communications.
- Oversaw company's menu design program, ensuring project timelines + deliverables.
- Initiated and completed website redesign and served as site manager.
- Assisted with and co-managed in-house events from end-to-end.
- Developed content, maintained and monitored social media campaigns.

### COMMUNICATIONS ASSISTANT

(August 2016 - May 2017)

*Bloomsburg University*

- Wrote press releases, blogs and web content.
- Had a featured lead-in byline piece published in winter 2017 edition of the university's magazine.

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## SKILLS

copywriting • responsive web design • graphic design • email marketing + CRM (MailChimp, ConstantContact) • Adobe Creative Suite • video editing and motion graphics • media planning + buying • Salesforce • HTML + CSS + JavaScript + Basic PHP • SQL • Microsoft Office + Google Suite • Google Analytics • CMS management (Drupal, WordPress) • Social Media management (HootSuite, Sprout Social) • META + Reddit + Google Ads • strong organizational + time management skills • collaborative • strategic

## EDUCATION

BA IN MASS COMMUNICATIONS

*public relations focus / studio art minor*