

nicole keiser

ARTIST | WRITER | MARKETER

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experience

MARKETING DIRECTOR *kings theatre / atg entertainment* (march 2023 - present)

- Promoted to Director in 2023 from the Marketing Manager role.
- Develop and execute comprehensive omnichannel marketing strategies through paid and owned media, CRM, SEO, and partnerships.
- Oversee a \$127K annual marketing budget and event budgets averaging around \$20K each, driving revenue ranging from \$50K+ to \$200K+ per campaign.
- Lead a robust social media and CRM strategy, writing and editing all copy and creating graphics, resulting in 12K+ annual follower growth and increasing up-sell growth via email.
- Elevated Kings' brand through writing and designing all print and digital assets; highlights include venue beer can label, merch, and unique campaign materials.
- Maintain strong and collaborative relationships with internal and external stakeholders to ensure efficient communication and collaboration.

MARKETING MANAGER *city parks foundation / summerstage* (march 2019 - march 2023)

- Promoted to Manager in 2022 from the Digital Marketing Coordinator role.
- Managed digital marketing strategy and campaign execution, focusing on web and email, resulting in increased engagement rates by 120%.
- Oversaw front- and back-end management of the organization's website, optimizing content and increasing yearly site traffic to over 2.2M+.
- Assisted with strategy, execution and fulfillment of high-impact media buys, partnerships and sponsors, expanding SummerStage's reach.
- Created print and digital marketing assets, boosting brand awareness and engagement across mediums.

skills

- Adobe Creative Suite (Photoshop / InDesign Illustrator / After Effects Premiere Pro)
- Microsoft Office
- CMS platforms + html, css, javascript, basic php
- Google Analytics
- Paid Ads (Meta, Google, Reddit, TikTok)
- Social Media management (Hootsuite / Sprout)
- CRM + email marketing
- Asana / Monday
- strong copywriting + editing skills
- responsive web design
- keen eye for visual design
- media planning + buys
- strong organizational and time management skills

additional experience

MARKETING ASSISTANT ← INTERN

(2015, 2016, may 2017 - march 2019)

pocono profoods

COMMUNICATIONS ASSISTANT

(august 2016 - may 2017)

bloomsburg university of pennsylvania office of marketing and communications

volunteering

ALUMNI VOLUNTEER (2017 - present)

MENTOR COACH (2024 - 2025)

OPERATIONS VOLUNTEER (2023, 2024)

FRONT OF HOUSE VOLUNTEER (2022 - 2023)

COPYWRITER (2022)

*bloomsburg university of pennsylvania
america needs you - nj chapter
new york film festival
mayo performing arts center
tech for campaigns*

education

BA IN MASS COMMUNICATIONS

bloomsburg university of pennsylvania

public relations focus / studio art minor