

# nicole keiser

MARKETING + COMMUNICATIONS SPECIALIST

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## experience

### MARKETING DIRECTOR

*Kings Theatre / ATG Entertainment*

*(March 2023 - Present)*

- Promoted to Director in 2025 from the Marketing Manager role.
- Develop and execute comprehensive omnichannel marketing strategies through paid and owned media, CRM, SEO, and partnerships.
- Oversee annual institutional marketing budget and individual event budgets, driving revenue ranging from \$50K+ to \$200K+ per event campaign.
- Lead a robust social media and CRM strategy, writing and editing all copy and creating graphics, resulting in 41% increased impressions and 12% increased engagement annually.
- Maintain strong and collaborative relationships with internal and external stakeholders to ensure efficient communication and campaign execution.

### MARKETING MANAGER

*City Parks Foundation*

*(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 brand reach.
- Created print and digital marketing assets, boosting brand awareness and engagement across mediums.

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## skills

Brand Strategy • Budget Management • Communication • Content Creation  
Copywriting • Digital Marketing • Email Marketing • Lead Generation  
Marketing Strategy • Media Buying and Planning • Paid Ads  
Project Management • Public Relations • Responsive Web Design  
Social Media Management • Visual Design

### SOFTWARE & PROGRAMS

After Effects • Asana • CSS • Excel • Google Ads • Google Analytics/GA4  
HootSuite • HTML • HubSpot • InDesign • Illustrator • JavaScript • Monday  
Meta Business Suite • Photoshop • PowerPoint • Premiere Pro • Salesforce  
Sprout Social • Word • WordPress

## education

### BA IN MASS COMMUNICATIONS

*Bloomsburg University of Pennsylvania*

*(2013 - 2017)*

*public relations focus / studio art minor*