

NICOLE NEWMAN

DIGITAL MARKETING PROFESSIONAL

EXPERIENCE

DIGITAL MARKETING SPECIALIST

Bigos Management | May 2022 - Present

- Manage paid search and paid social campaigns and monthly ad budgets
- Design and plan email marketing campaigns for prospects
- Write blogs and content to increase SEO for property websites
- Create social media posts and write captions for the luxury apartment Instagram accounts

DIGITAL MARKETING SPECIALIST

Summit Academy OIC | July 2020 - May 2022

- Initiated a marketing automation strategy for student recruitment leads through HubSpot
- Managed and designed the redesign of the corporate website to improve user experience and SEO
- Created and managed all paid digital advertising
- Developed email marketing strategy with an outcome of 22.5% click-through-rate
- Grew corporate Instagram followers by 108%

MARKETING COMMUNICATIONS SPECIALIST

Genoa Healthcare | August 2018 - July 2020

- Spearheaded the use, creation, and editing of promotional videos in content
- Expanded national campaign participation by 100% through increased promotion
- Redesigned internal monthly campaign to generate organic growth for pharmacies using HubSpot to present marketing activity options

MARKETING/BROKERAGE ASSOCIATE

Gaughan Companies | October 2016 - August 2018

- Rebranded corporate website to boost weekly views by 32%
- Increased Facebook followers by 203%
- Created email marketing campaigns with MailChimp

CONTACT

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 715-222-3342

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 nicolene Newmanportfolio.com

EDUCATION

B.S., Marketing, Communication
Studies

University of Wisconsin-La Crosse
2016

SKILLS

- Social Media Marketing
- Marketing Automation
- Facebook/Instagram Ads
- Project Management
- Adobe Creative Suite
- WordPress
- SEO
- Google Ads
- Video Editing
- MailChimp
- HubSpot
- Photography
- Email Marketing