

N I C H O L E P O P E

DIGITAL MARKETING MANAGER & GRAPHIC DESIGNER

CONTACT

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SUMMARY

Skilled digital marketing and graphic designer with 9+ years of experience building and implementing multichannel marketing strategies focusing on digital media, offline advertising, email, search, and social with campaign analysis.

EDUCATION

**BACHELOR'S DEGREE,
MEDIA ARTS**
Platt College, San Diego, CA
2005 — 2009

SKILLS

| Professional

Graphic Design
Digital Marketing
Digital Design
Web Design & Development
Web Management
& Content Creation
SEO/SEM
Mobile App Design
Email Marketing
Social Media Account Management
& Content Creation
[Instagram, Facebook, Pinterest,
Youtube, LinkedIn].

WORK EXPERIENCE

INDEPENDENT DIGITAL MARKETING & GRAPHIC DESIGNER

Freelance | 2020 — Present

- Creative marketing ideation and general strategic consulting.
- Graphic Design: marketing collateral, brochures, postcards, signage.
- Digital Design: web, mobile app, email, and social media.

Client industries include: hospitality, fitness, sports and entertainment, and construction.

MARKETING DIRECTOR

Leisure Sports Hospitality | January 2019 — November 2019

- Designed and executed marketing campaigns and programs, while leading and collaborating with cross-functional teams to effectively execute marketing campaigns and build brand awareness using digital, social, and print media.
- Teamed with VP of Sales to analyze and determine marketing strategy efficacy and move forward with other strategic decisions.
- Involved in the entire lifecycle of designing, conceptualizing, and developing websites internally and externally.
- Managed work assigned to outside vendors, including directing PR efforts and third-party agencies.
- Designed and developed external and internal marketing campaigns, assisting Sales in maximizing impact at point-of-sale.

MARKETING AUTOMATION & DIGITAL MEDIA MANAGER

Leisure Sports Hospitality | May 2017 — December 2018

- Develop, implement, and maintain marketing automation infrastructure, including managing Marketo processes.
- Design, code, and test multi-channel automated marketing campaigns and programs, such as emails, landing pages, and forms.

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N I C H O L E P O P E

DIGITAL MARKETING MANAGER & GRAPHIC DESIGNER

SKILLS

| Technical

Adobe Creative Suite
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Dreamweaver
Google Analytics
Google Ad Words
Microsoft Office
Microsoft Excel
Microsoft PowerPoint
Marketo
Active Campaign
HTML/CSS/JavaScript
WordPress
Drupal

WORK EXPERIENCE CONTINUED

MARKETING AUTOMATION & DIGITAL MEDIA MANAGER

Leisure Sports Hospitality | May 2017 — December 2018

- Translate designs into dynamic responsive HTML email templates and campaigns, complying with email best practices.
- Gathered and edited daily web and social content. Maintained regular Web editorial features, archive, and promoted Web content.
- Increased brand awareness and drove customer engagement through the development and design of creatives.
- Collaborated with the Director of Marketing and VP of Sales to continuously experiment, analyze, and create new campaigns.

GRAPHIC DESIGNER & DIGITAL MEDIA SPECIALIST

Leisure Sports Hospitality | November 2011 — May 2017

- Assisted and supported the Creative Director in the design and production of print, digital, and social media to aid in advertising and marketing.
- Conceptualized and created print, web, digital and social marketing.
- Manage end-to-end digital projects
- Created Leisure Sports online communications and marketing campaigns and strategies, utilizing web design, email templates, and electronic-based marketing communications.

GRAPHIC DESIGNER

Columbus Blue Jackets | July 2011 — November 2011

- Coordinated and assisted the Creative Services department with the conceptual process and production of collateral.
- Supported web team in graphic and web design, optimized for multimedia purposes.
- Involved in assignments throughout the production lifecycle.

CREATIVE SERVICES ASSOCIATE

New Orleans Pelicans | September 2010 — July 2011

- Coordinated and assisted the Creative Services department with the conceptual process and production of collateral.
- Supported web team in graphic and web design, optimized for multimedia purposes.
- Involved in assignments throughout the production lifecycle.