



# Nicole Schlichting

## Communications Advisor | Content Creator

Nicole is an experienced communications and content advisor known for her passion, gregariousness, honesty and immediacy (in no particular order). One of her many skills is converting oxygen to carbon dioxide, a talent she has been honing since birth.



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## SKILLS

Project management

Media release writing

HubSpot

Google ads

Video filming/editing

Freelance writing

Internal comms mgmt

Writing for SEO

Social media mgmt

Brand storytelling

## INTERESTS

Music

History

Art

Sustainability

Nature

Film

Animals

Health

Dogs!

Conservation

Plants

Humour

## WORK EXPERIENCE

### Senior Communications Advisor Heartland Bank

08/2020 - Present

#### Achievements/Tasks

- Managed the delivery of website comms, mobile app copy, media releases, eDMs, social posts, internal updates and more for dozens of digital product launches
- Wrote multiple sections of the Heartland FY2021 Annual Report for NZX/ASX publication
- Ran point on the delivery of training and communications around recent regulatory changes for the bank internally, as well as its dealer network of ~800
- Built strong relationships with key stakeholders, became a leader within the Comms team, and was given three bonuses and two Cultural Contribution awards over a year and a half
- Was chosen as one of 12 to participate in the 2021 cohort of Kia Eke, Heartland's competitive female leadership development programme
- Acted as chair of the Green Team, delivering projects such as the replacement of fluorescent overhead lights with LED and an office waste audit to identify areas for improvement

Reference: Available on request

### Content Marketer Datamine Limited

11/2017 - 07/2020

#### Achievements/Tasks

- Website visitors rose from 1K to 5K monthly average in her 2.5 years with Datamine
- Multiple articles continue to rank #1 (years later) on Google for competitive search terms
- With 500 call-to-action clicks and over 160 downloads, one of her articles is the single most successful enduring lead generation piece at Datamine
- Delivered over 190 Sales Qualified Leads within Datamine's highly specific target market

Reference: Available upon request

### Content Writer Castleford Media

04/2017 - 11/2017

#### Achievements/Tasks

- Received 'Article of the Month' award four out of six months with the company
- Learned how to quickly and efficiently work to a brief to create dozens of editorial features, SEO strategies, eBooks, infographics, and social campaigns for multiple clients per month

Reference: Available upon request

## EDUCATION

### Bachelor's Degree in History, English and Spanish Bates College

2015

## VISA STATUS

New Zealand Resident

As of 2020