

Nikki Welch

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Content Creator, Project Manager and Innovative Strategist

Multi-Media Journalism | Social Media Marketing | Change Management

Career Experience

Change Management Communications Supervisor, Procurement | 2020 – Present

UPS

- Cascade consistent communication from UPS leadership to corporate employees and field personnel in a timely and efficient manner, while ensuring adherence to standard operating procedures and approval processes
- Maintain an editorial calendar across internal marketing channels, including email campaigns, company-wide broadcasts, website announcements, memos, etc.
- Strategize internal objectives, KPIs and enterprise-wide target outcomes throughout a three-year, international transition to a new procurement purchasing platform

Senior Editor & Project Manager, Social Media | 2018 – 2020

The Home Depot

- Managed internal and agency creative processes of social media campaigns ranging from \$15K-\$1M
- Established strategic influencer programs and managed digital content creation to support targeted marketing objectives
- Shaped perception and managed external stakeholder relationships across influencer community, social channel partners, affiliate and creative agencies, tech stacks and finance.

Content Editor, SEO | 2017 – 2018

The Home Depot

- Developed Search Engine Optimization articles, copy blocks and social media marketing material
- Researched and pitched queries, articles and copy, inserting keywords to drive audience engagement and traffic
- Introduced and familiarized my team with internal and external content management programs to edit digital content

Government Lobbyist and Communications Manager | 2014 – 2017

American Council of Engineering Companies of Georgia

- Developed and implemented lobbying strategies, building relationships with government officials and stakeholders to advocate for the interests of the engineering industry.
- Monitored legislative activities and provided strategic guidance to the organization, preparing persuasive arguments and position statements.
- Coordinated advocacy campaigns, mobilizing support for key initiatives and collaborating with internal and external teams.

Managing Editor | 2014 – 2017

Engineering Georgia Magazine

- Drove storylines and aligned content to brand narrative, themes and topics, while ensuring consistency across channels
- Oversaw web copy operations, workflow, guidelines, copy management and the delivery of all content, including website, social media, paid marketing and other campaigns
- Managed the editorial staff and equipped writers with the tools needed to enable quality writing and copy development

Educational Background

Bachelor of Arts, Journalism | Grady College of Journalism & Mass Media, University of Georgia