

CONTACT

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☎ 321-446-2453

📍 Oakland, California

EDUCATION

Master of Arts in Mass Communication

University of Florida Online
2021 - Present

Bachelor of Science in Communication, PR

University of North Florida
2015 - 2018

CERTIFICATIONS

Social Media Marketing

HubSpot Academy
Issued October 2020

Email Marketing

HubSpot Academy
Issued April 2021

PROFESSIONAL SKILLS

Strategic Communications
Visual Design
Digital Marketing
Writing & Editing
Brand Management
Client Relations

TECHNICAL SKILLS

Adobe InDesign
Adobe Photoshop
Microsoft Office
Hootsuite
WordPress
Canva
MailChimp

NICOLE SUTTON

PROFESSIONAL EXPERIENCE

Communications Intern

Safe Water Network | June 2022 - Present

- Design and schedule creative social content that aligns with organization goals and objectives
- Creatively adapt complex, technical concepts into compelling social messaging for a wide audience
- Maintain editorial calendar and manage engagement across social channels
- Collaborate with internal teams to achieve marketing objectives
- Maintain a weekly digital analytics dashboard

Marketing Contractor

Tanishia Nicole Real Estate | April 2021 - Present

- Designed and crafted a personal brand for a client in real estate
- Manage, maintain, and create content for social channels
- Maintain editorial calendar
- Design, edit, and create content for email marketing campaigns
- Design and build online and print advertisements and promotional content such as flyers, guides, eBooks, landing pages, and postcards

Marketing Coordinator

Sight & Sound and Mugwump Productions | July 2018 - March 2020

- Assisted in creating and editing all internal and external communications materials, print and digital
- Managed and updated company websites, blogs, and newsletters
- Designed and created content for email marketing campaigns
- Managed, monitored, and created content for social media
- Assisted in designing and building print and digital advertisements, promotions, presentations, and other marketing materials
- Maintained event and editorial calendars
- Documented all company-produced events, edited footage, and organized and maintained photo and video archives
- Communicated with clients, vendors, and partners in need of event marketing materials
- Worked closely with other departments and teams within the company to help execute marketing strategies

RELEVANT EXPERIENCE

Communications Committee Member & Volunteer

North Florida Green Chamber of Commerce | April - December 2020

- Attended committee meetings once monthly to discuss upcoming campaigns and assist with brainstorming new ideas for marketing
- Designed social media and web graphics