



NICOLE PERRI

CONTACT

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EDUCATION

**BACHELOR OF ARTS,
COMMUNICATION MEDIA,**

**FOCUS: Social Media and
Production**

WEST CHESTER UNIVERSITY OF
PENNSYLVANIA *Class of 2021*

Dean's List

SKILLS

PROFESSIONAL

Leadership
Public Relations
Social Media
Teamwork
Time Management
Organization
Effective Communication
Critical Thinking
Public Speaking
Event Coordinating
Written Communication
Research + Note Taking
Social Media Management
Web Design
Interpersonal Communication
Managing
Marketing

TECHNICAL

Canva
Mailchimp
Basecamp
Squarespace
Adobe Products: *Illustrator, Lightroom, Photoshop, Premiere*
MS Office/Google Suite
Meta Business Certification
Search Engine Optimization (SEO)
Google Ad Search Certification
Semrush AI Power Marketer Certification
Jira

SUMMARY

Dynamic and results-driven marketing professional with extensive experience in Social Media, Digital Marketing, and Public Relations. Combines creativity, strategic thinking, and strong communication skills to develop compelling content, build brand awareness, and drive engagement. Passionate about leveraging digital platforms to create impactful campaigns and support business growth, seeking a role in Social Media Marketing, Marketing Management, Content Creation, or Public Relations.

WORK EXPERIENCE

Experiential Marketing Manager

MARCH 2025 - CURRENT

F1 Arcade (Hospitality)

- Lead strategic brand growth and customer engagement initiatives in the Philadelphia market, combining data-driven planning with hands-on execution.
- Drive successful venue launches, high-impact events, watch parties, and local activations that increase traffic, revenue, and brand loyalty.
- Develop and manage influencer partnerships end-to-end, ensuring all content aligns with Formula 1 brand standards while resonating with the Philadelphia audience.
- Build and maintain strong relationships with local businesses, media, agencies, and community partners to expand market presence and visibility.
- Execute localized social, digital, and experiential marketing strategies in alignment with national objectives.
- Leverage deep expertise of the Philadelphia market to identify growth opportunities, strengthen competitive positioning, and support outbound sales efforts. competitive positioning.

Marketing Manager

APRIL 2023 - DEC 2024

East Coast Saloons (Hospitality)

- Developed and maintained unique branding concepts for multiple venues, creating comprehensive brand guidelines.
- Managed social media calendars and strategized, curated, and scheduled content across all locations.
- Monitored brand consistency across all marketing channels and materials.
- Enhanced customer engagement through targeted text and email marketing campaigns.
- Planned, promoted, and executed events across 15+ venues.
- Partnered with venue teams to drive sales strategies, track performance, and optimize results.
- Led brand campaigns, overseeing creative development and aligning marketing and sales initiatives.

Assistant Marketing Manager/Canine Concierge

APRIL 2022

Four Corners Management (Hospitality)

- Planned and executed fundraising events for Philadelphia-area animal shelters and nonprofits, attracting 300+ attendees per event.
- Secured local media coverage to promote business initiatives, events, and community outreach efforts.
- Supported website design and content updates to enhance functionality and user experience.
- Contributed to marketing and communications strategies that increased engagement and brand visibility.
- Maintained brand consistency across multiple venues and developed comprehensive branding guidelines.

INTERESTS/VOLUNTEER WORK

INTERESTS

Musical Theatre
Animal Welfare
Soccer

VOLUNTEER WORK

Missionary Work in The Galapagos Islands
Photograph Animals for Marty's place Rescue
Content Creator for PCS Players theatre