

EMILY NICHOLS

Web and Social Media Strategist, Detailed Account Manager, Relationship Builder, Blogger, Bowler and DIY Enthusiast

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 1618 NW Maple Place, Ankeny, IA 50023

Lessing-Flynn Advertising - Des Moines, Iowa

Interactive Lead and Account Manager, 2011 - Present

- Manage a cross-functional team in the strategy, design, execution and analysis of integrated marketing campaigns agency-wide
- Develop digital platforms, including websites, blogs, online marketing campaigns, banner ads, PPC, SEO and emails, to ensure usability, functionality and success of all digital projects
- Deliver interactive presentations and learning opportunities for clients and internal employees
- Manage multiple clients by providing strategy, scoping, budgeting (between \$10,000 and \$800,000), client meetings, project execution and measurement
- Interactive analytics reporting via Google Analytics and native social media applications

Children's Cancer Connection - Des Moines, Iowa

Director of Marketing and Communication, 2009 - 2011

- Rebranded organization with a new name, logo, collateral materials and marketing plan
- Designed internal and external print and online publications for families and donors
- Created and managed the communications budget, schedule and production of all collateral
- Website, email and social media content development, execution and analytics

Salisbury House and Gardens - Des Moines, Iowa

Public Programs and Marketing Manager, 2009

- Planned, organized and executed special events for over 200 attendees
- Wrote and designed external publications such as postcards, newsletters and event programs
- Coordinated volunteers for the Des Moines Arts Festival, Jazz in July and Automobile Classic

Professional and Volunteer Involvement

- Iowa Chapter of the American Marketing Association, Assistant Vice President of Treasury (2012-2014), Director of Sponsorships (2014-2015) and Current Member
- Simpson College Alumni Board, Board Member (2014 - present)
- Mentor Iowa, Mentor (2010 - present)
- Greater Des Moines Leadership Institute, Member and Community Leadership Program (Class of 2014), Steering Committee (Class of 2014) and Alumni Committee Member (2014 - present)
- Salisbury House Young Professionals Committee (2014)
- Young Professionals Connection, Board Member/Marketing Chair (2012) and Current Member
- Pi Beta Phi, Iowa Beta Alumni Chapter, President (2010-2013)
- Young Professionals in Agriculture, Current Member

2015 Team Honors and Awards

- American Marketing Association NOVA Awards (2015): Best of Category, Interactive Marketing
- National Agri-Marketing Association Awards (2015): First Place, Kinze Manufacturing Innovation Video Series and Kinze Manufacturing "Sparks of Innovation" E-newsletter
- Public Relations Society of America PRIME Awards (2015): Merit, Kinze Manufacturing, 50th Anniversary Event and Merit, Heritage Lace, E-commerce Website

Education:

- Bachelor of Arts, Simpson College, 2009
- Master's of Communication Leadership, Drake University, Anticipated May 2016

Professional Skills:

- Client/Account Management
- Digital Strategy and Planning
- Content Development
- Social Media Strategy
- Social Channel Management
- Event Planning and Execution
- Email and Mobile Marketing
- Employee Development and Training
- Website and Social Media Training
- Public Speaking

Technical Skills:

- Content Management Systems, including Wordpress
- Microsoft Office
- Adobe Creative Suite
- Social Media Management, including Facebook, YouTube, Twitter, Instagram, Google + and LinkedIn
- Basic Spanish speaking, reading and writing

Professional Memberships:

- American Marketing Association
- Greater Des Moines Leadership Institute
- Young Professionals Connection
- Young Professionals in Agriculture