

NICOLE EMORD

JOURNALIST, PHOTOGRAPHER, SOCIAL MEDIA MANAGER,
MARKETING COORDINATOR AND DIGITAL CONTENT CREATOR

Las Vegas, NV | Contact me via NVilloria.com for more details

Summary

An energetic journalism enthusiast throughout college, like the media industry, she has transformed her skill set to adapt to industry changes and integrate social trends, incorporating social media content creation, email and digital marketing, community engagement, and e-commerce, and is looking for a company that encourages innovation and seeks an individual that exudes creativity.

Additional Skills

- Knowledgeable in Adobe Photoshop, InDesign, Premiere Pro
- Trained in AP Style
- Vast experience with remote work and collaboration with remote teams worldwide.
- Volunteer experience and community outreach for various non-profit organizations.
- 14+ years experience with multi-platform content creation.
- 10+ years experience with brand building and marketing.
- Professional mentor for the Society of Professional Journalists

Education

- ◆ BA, Journalism and Media Studies
University of Nevada, Las Vegas
2008 - 2010
- ◆ Associate of Arts
Western Nevada Community College
2006-2008

Work Experience

- ◆ LHP, Inc.
Marketing Director
Nov. 2014 - Present
 - Content creator for 9 health/wellness brands with graphic design, video and photography using Adobe programs.
 - Build brand engagement with up to 45k followers, and schedule weekly content on 30 social media accounts.
 - Develop monthly blog content calendars for 5 websites, and contribute with writing, research and copy editing.
 - Lead website design and user interface updates alongside developers.
 - Oversee marketing campaigns for education and ecommerce using digital marketing strategies, affiliate programs, giveaways, ad buying and A/B testing.
 - Create retargeting emails and newsletters, provide customer support and collaborate with remote team worldwide
- ◆ Casino Enterprise Management
Multimedia Editor & Account Manager
Feb. 2014 - Oct. 2014
 - Content creator and manager of social media platforms for gaming magazine.
 - Contributing photographer and writer.
 - Account and brand relations for 20+ advertisers.
 - Event coordinator for industry gatherings and conference experiences.
- ◆ Freelance Marketing and Content Creation
 - Event planning and marketing for private and public events.
 - Social media content creator and communications specialist.
 - Brand building specialist for 5 brands focusing on digital and traditional marketing.
 - Contributing writer and photographer for multiple publications.