

NICOLE EMORD

DIGITAL CONTENT CREATOR - MULTIMEDIA JOURNALIST -
MARKETING COORDINATOR - PHOTOGRAPHER

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

Summary

With a career path founded on journalism, Nicole has developed her strategic approach to content and marketing by integrating social trends, incorporating multimedia content creation, email and digital marketing, and optimizing websites for UX and e-commerce, to build organic community engagement and achieve business priorities.

Nicole has extensive experience developing strategic content creation, developing marketing campaigns, implementing digital and in-person events, and building engagement. An effective and approachable leader, Nicole is skilled at managing and training teams, mentoring interns and working solo on numerous projects both in-person and remotely, ensuring communication and quality results are a top priority. She is skilled at identifying content repurposing opportunities and creatively developing quality and reputable content and marketing approaches.

Additional Expertise

- Trained in AP Style
- Knowledgeable in Adobe Creative Suite, WordPress, social management systems, Textbroker, Upwork and Microsoft Suite
- Content experience in radio, broadcast, digital and print media.
- 14+ years experience with multiplatform content creation.
- 10+ years experience with brand building and marketing.
- Professional mentor and former intern for SPJ and IRE.
- Vast experience with remote work and collaboration with remote teams worldwide.
- Volunteer experience and community outreach for various non-profit organizations.
- 8+ years experience in event coordination and marketing

Professional Experience



LHP, Inc.

Content & Marketing Director

Nov. 2014 - Nov. 2022

- Content creator for nine health/wellness brands including graphic design, video and photography.
- Built organic brand engagement and managed monthly/weekly content and editorial calendars.
- Developed and managed strategies to increase engagement and growth for five websites.
- Contributed to publishing efforts with journalistic writing, research and copy editing.
- Brainstormed optimization methods for UI and UX alongside developers and designers.
- Oversaw blog SEO strategies and marketing campaigns using a variety of digital strategies.
- Contributed to printed and digital content with journalistic writing, interviewing, research and copy editing.
- Created retargeting emails and newsletters, and collaborated with remote team, worldwide.



Casino Enterprise Management

Multimedia Editor & Account Manager

Feb. 2014 - Oct. 2014

- Content creator and social media manager for gaming industry magazine.
- Contributed to printed and digital content with journalistic writing, interviewing, research and copy editing.
- Managed account and brand relations for 20+ advertisers.
- Coordinated industry gatherings, conference experiences and related materials.

Education

◆ Bachelor of Arts, Journalism and Media Studies
University of Nevada, Las Vegas
2008 - 2010

◆ Associate of Arts
Western Nevada Community College
2006-2008

Testimonials

"Nicole has demonstrated an exemplary level of professionalism and ingenuity. I can wholeheartedly recommend her for any position she seeks, as her commitment to her work, as well as her innovation and personality are without question."

Roman Zerga
CEO, LHP, Inc.

"During my decades in journalism, I've worked closely with scores of aspiring and seasoned, award winning photographers. Nikki has got what it takes to do photojournalism that can touch hearts and change minds."

Reginald Stuart
The McClatchy Company

"Nikki proved at all times to be an enthusiastic and hard working individual who showed she has a great future ahead of her in the communications business. Job well done."

Robin Leach
Host, Vegas Deluxe

Professional Experience Cont.

◆ Professional Consultant
Marketing, Media & Creative Director
Aug. 2012 - Feb. 2014

- Coordinated setup and marketing efforts for special events (both private and public), with a focus on creative development of event marketing assets and materials.
- Managed social media content and media communications.
- Optimized brand building approaches for 5 brands, using digital and traditional marketing.
- Contributed to blogs and feature stories as a journalist and photographer for digital and print publications, news outlets and websites. (Areas of coverage included; health, wellness, travel, cuisine, special events and sports).
- Designed and developed custom websites, integrating optimization methods for UI and UX, coordinating with web development teams and/or building on third-party hosting sites.
- Copy editor on various digital and printed publications, including books, marketing materials and blogs.

◆ Stephens Media Group
Editorial Director
Oct. 2011 - Aug. 2012

- Created online content and promotions for an affiliated brand looking for a temporary new direction.
- Managed digital editorial calendars and content.
- Managed and developed social media content and marketing assets.
- Led brand development and planning.
- Hired, trained and designated assignments to journalism student interns.
- Oversaw a small team of writers and content creators, and contributed as a writer, copy editor and photographer to help meet daily digital publishing deadlines in the fields of sports, events, community, lifestyle and cuisine.
- Taught a semester-long journalism course at UNLV.

◆ Greenspun Media Group
Photojournalist and Reporter Intern
Dec. 2010 - Aug. 2011

- Breaking news intern and community reporter.
- Interviewed authorities on site and remotely and compiled event coverage for online news.
- Contributed digital content with journalistic writing, interviewing, photojournalism and video coverage to affiliated publications, including Las Vegas Weekly and Vegas Deluxe.