NICOLE **WELLNER**

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EXPERIENCE

AUGUST 2022 – PRESENT
CLIENT STRATEGIST, RECRUITICS, NEW YORK, NEW YORK

- Serve as the primary client contact and relationship manager for over 70 clients
- Work closely with clients on a daily basis to discuss goals, identify opportunities and manage budgets
- Develop and implement effective strategies to improve campaign performance and achieve clients' marketing goals
- Work with internal and external teams to plan, develop and execute effective marketing plans designed to meet and exceed client objectives
- Coordinate, prepare and facilitate regular client meetings and performance reviews
- Research optimization tools and techniques across all media to reach client's marketing goals
- Support and help manage two junior team members
- Compile reports from the company dashboard and Google Analytics and present these findings to the clients

OCTOBER 2021 – AUGUST 2022
MEDIA COORDINATOR, RECRUITICS, NEW YORK, NEW YORK

- Managed budgets and maintained client media plans
- Created and executed sales orders, purchase orders and billing tasks in NetSuite
- Analyzed digital campaign performance, identified any discrepancies and reported findings to team leaders
- Provided assistance and reporting to team leaders for their daily client calls
- Used management tools such as Asana, Gainsight and Jira to create tasks and input notes from client calls

JUNE 2021 – OCTOBER 2021
ADVERTISING ACCOUNT COORDINATOR, FURMAN FEINER RECRUITMENT ADVERTISING, NEW YORK, NEW YORK

- Created insertion orders on a daily basis for the accounting department to distribute to vendors
- Updated weekly digital campaign tracking reports to monitor spending on client's digital campaigns
- Trafficked paid social media advertisements to vendors
- Interfaced with vendors to discuss marketing and social media proposals for clients
- Reviewed and compiled data from open job postings on Indeed into a report to provide clients with weekly analytics (i.e. impressions, clicks, applies)
- Was involved in creative writing for client's printed advertisements
- Made UTM coded URLs to measure the effectiveness of digital marketing campaigns as well as pinpoint specific sources of traffic to the website

FEBRUARY 2021 – JUNE 2021
MARKETING AND SOCIAL MEDIA INTERN, LL'S BAYTOEVAN'S LOVE FOUNDATION, AURORA, COLORADO

- Managed and created content for social media accounts including Facebook, Instagram and Twitter
- Assisted in developing in-depth marketing strategies for the foundation

FEBRUARY 2021 – APRIL 2021
SOCIAL MEDIA AND PR INTERN, JG SOCIAL MEDIA AGENCY, NEW YORK, NEW YORK

- Responsible for creating brand awareness for multiple clients using Pinterest, Instagram and Tik Tok
- Created content for social media posts using Canva
- Researched and contacted influencers, brands and journalists for collaborations and press

JUNE 2020 – AUGUST 2020
SOCIAL MEDIA AND EVENTS INTERN, REBLONDE, RAMAT GAN, ISRAEL

- Conducted research for posts for the European Union Delegation to the State of Israel
- Updated social media accounts including LinkedIn, Twitter and Facebook
- Utilized Google Sheets to analyze performance of social media activity to increase engagement for Reblonde's clients
- Measured and reported on KPIs to optimize social content
- Researched and composed blog posts for the company website

https://www.reblonde.com/2020/08/crypto-pr-prepare-economic-pandemonium/
https://www.reblonde.com/2020/08/what-the-best-tech-pr-firms-have/

EDUCATION

MAY 2021
B.A. IN MEDIA PRODUCTION, UNIVERSITY OF COLORADO BOULDER COLLEGE OF MEDIA, COMMUNICATION AND INFORMATION, BOULDER, COLORADO

- Overall GPA: 3.78
- Dean's List Honoree [Spring 2018, Fall 2018, Fall 2020, Spring 2021]
- Graduated with Distinction

JANUARY 2020 – MAY 2020
TEL AVIV UNIVERSITY, RAMAT AVIV, ISRAEL

SKILLS

- Excellent written and verbal communication skills
- Social media platform management: LinkedIn, Facebook, Twitter, Instagram, Pinterest
- Advanced knowledge of Canva and Adobe Photoshop
- Skilled independent worker
- Digital photography
- Proficient in Microsoft Word, Excel, PowerPoint

VOLUNTEER EXPERIENCE

SEPTEMBER 2018 – APRIL 2021

- Dog Foster/Volunteer:
  - The Good Dog Rescue, Westminster, Colorado
  - From Forgotten to Forever, Colorado Springs, Colorado
  - Do Over Dogs A Second Chance at Life, Broomfield, Colorado
  - Found Nation Animal Rescue, Westminster, Colorado

SEPTEMBER 2014 – DECEMBER 2014, NEW YORK, NEW YORK

- Math Tutor at Public School 163