

Nicole Reed

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US AND EU CITIZEN

540-497-1448

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EXPERIENCE

Partnerships Director

Wix / February 2023 - Present

- Maintains influencer budget of \$1,6 million.
- Negotiates contracts and organizes micro and macro influencer programs that are focused on driving product adoption.
- Monitors content to ensure compliance with brand voice and guidelines.
- Builds comprehensive influencer content calendar with over 60 influencers to continually drive brand awareness and engagement.
- Identifies new opportunities for collaborating with established influencers and researches new influencers to build relationships with.
- Secured over 11 million views on TikTok and over 280k organic views on channels such as Twitter, Instagram, and YouTube with campaign efforts.

Product Marketing Manager, eCommerce

Wix / April 2022- February 2023

- Managed design, content, marketing, QA, and development teams to launch conversion-optimized web pages for Wix eCommerce product.
- Developed escalation processes to identify website roadblocks and increase team productivity.
- Orchestrated project kickoffs, devised timelines, and spearheaded quarterly multichannel marketing campaigns from conception to completion.
- Implemented 10 project dashboards to ensure project team and key stakeholders have full visibility scope of work.

Marketing Manager

Modern Picnic / September 2021 - January 2022

- Oversaw marketing department—including social, paid acquisition, affiliate, and influencer channels—while meeting \$2M annual revenue goals.
- Managed 3 full-time employees, created growth plans, and maintained weekly check-ins.
- Oversaw website conversion rate optimizations and UX optimizations that increased overall conversion rate to 2.2%.
- Facilitated weekly project status meetings and provided regular updates to stakeholders on project progress, risks, and issues.
- Built out influencer program and facilitated strong relationships with over 20 influencers that resulted in long-term campaigns.

Brand Communications Lead

Elephant Insurance / May 2018 - September 2021

- Launched go-to-market strategy, conducted in-depth competitor research, and managed \$2M budget for sister company Apparent Insurance.
- Oversaw internal adoption of new brand within company, while training 20+ employees on brand guidelines.
- Optimized and tracked \$400k+ in paid social media ad spend, while driving 60% increase in conversions.
- Collaborated with marketing, advertising, and design teams to create campaigns that align with the brand's mission and values.

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EXPERIENCE CONTINUED

Social and Content Strategist

Freelance / October 2016- May 2018

- Created social media and blog content to increase reach, followers, and brand awareness.
- Accelerated 5 clients' growth by building campaigns to increase conversions and decrease CPMs.
- Evaluated and audited existing content strategies and identified areas for improvement.
- Developed quarterly reports using Google Analytics that tracked metrics such as engagement, click-through rate, and social shares.

Integrated Producer

Vladimir Jones / June 2015-September 2016

- Promoted from Production Coordinator to Integrated Producer within 6 months.
- Led project scope, campaign timelines, budgets (ranging between \$100k - \$3M), and quality of deliverables for 10+ clients.
- Collaborated with internal teams, managed third-party vendors, and coordinated offsite video logistics to drive efficiencies and results for 15+ full-scale campaigns.
- Managed campaigns with over 10+ external vendors to ensure timely delivery of projects.

Digital Account Manager

JEMSU Inc / June 2014 - May 2015

- Managed 60+ client accounts and oversaw website builds, social media campaigns, and SEO initiatives to drive results.
- Developed strategic growth plans for customer success and maintained a 99% customer retention rate.
- Built client relationships and improved workflow efficiency by creating monthly reports that were utilized during check-in calls by account management team.
- Analyzed customer data to identify trends and target upsell opportunities that resulted in a 10% increase in website sales.

EDUCATION

Bachelor of Arts - Fashion Merchandising

Virginia Commonwealth University, Graduated 2013

TECHNICAL SKILLS

Asana, Jira, Monday.com
Adobe Creative Suite
Google Analytics
Sprinklr

Languages: Czech, German, English
Cross Functional Team Management
Email Marketing