

VICKI NICHOLS

1111 Whereabouts Road, Kelowna, BC
250-123-4567 | vnichols@email.com

HIGHLIGHTS OF QUALIFICATIONS

- Social media marketing experience gained through developing social media strategies and utilizing social media analytic tools as part of a Co-op position with 123 Company
- Strong teamwork skills evidenced through collaborating with a team of volunteers to organize and promote a large fundraising event for a local nonprofit organization
- Excellent presentation skills having given presentations on case studies as part of the Business Administration Diploma program as well as market trend presentations as a Social Media Coordinator
- Social media channels: Facebook, Twitter, Instagram, Pinterest, Snapchat, YouTube, Vimeo, LinkedIn, Google+
- Experience with the following platforms, tools, and analytics: Hootsuite, WordPress, LinkedIn Publishing, and Google Analytics
- Languages: fluent in English and Spanish

EDUCATION

Business Administration Diploma, Marketing Specialty Sept. 2017 – Expected Graduation: May 2020
Okanagan College, Kelowna, BC

- Completed coursework includes Digital Marketing, Marketing Management, Professional Writing, Financial Accounting, Canadian Business, Advertising and Marketing Communications, and Management Principles
- Current cumulative **Grade Point Average** of **87.40** with **Dean's List Recognition**

High School Diploma June 2017
Stanley Humphries Secondary School, Castlegar, BC

PROFESSIONAL EXPERIENCE

Social Media Coordinator (Co-op Position) May – Aug. 2018
123 Company, Kelowna, BC

- Assisted the marketing team by developing and implementing social media strategies, and maintaining a strong social media and brand presence across Twitter, Facebook, and Instagram platforms
- Increased followers by 1700+ by creating an online marketing campaign and associated hashtag
- Utilized social media analytics tools, including Hootsuite and Google Analytics, to track consumer engagement and draw conclusions about user data

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PROFESSIONAL EXPERIENCE (CONTINUED)

Sandwich Artist

Subway, Castlegar, BC (14 hours/week) Sept. 2015 – Aug. 2017

- Awarded 'New Employee of the Month' in September of 2015 for demonstrating positivity and exceptional customer service
- Ensured smooth operations on shift by assisting customers with orders, preparing food to customer specifications, and cleaning and restocking food goods

VOLUNTEER EXPERIENCE

Marketing Coordinator

(5 hours/week) Sept. 2017 – May 2018

Giving Back Society, Somewhere, BC

- Supported the marketing team by scheduling and organizing the creation of website content and preparing letters and emails in response to inquiries
- Helped organize and promote a large fundraising event by designing promotional material and taking and publishing photographs on the organization website

SOCIAL MEDIA CERTIFICATIONS

The Fundamentals of Digital Marketing Certificate
Google Digital Garage, Mountain View, California

Sept. 2017

Google Analytics for Beginners Certificate
Google Analytics Academy, Mountain View, California

Oct. 2017

Hootsuite Platform Training
Hootsuite Academy, Vancouver, BC

May 2017

Social Marketing Training
Hootsuite Academy, Vancouver, BC

June 2017

INTERESTS

- Marathon Running (completed the Okanagan Marathon in July 2017 and the Peach City Runfest in May 2018)
- Blogging (create a monthly food blog on healthy eating: www.VickiVegetables.com)