

# Nicole Kardys

\* Hollywood, FL, USA  
\* +1 (954) 558-5095  
\* nicolekardys@gmail.com  
\* linkedin.com/in/nicolekardys

## PROFESSIONAL HIGHLIGHTS

- \* Developed and implemented the digital marketing strategy for an entertainment startup that generated \$20k in ticket sales within 4 months of launch
- \* Organized a digital fundraiser event that successfully generated over \$30k in community donations to support a small business during the pandemic
- \* Conceptualized and project managed NBA legend Shaquille O'Neal's jersey retirement ceremony gift presentation, making national news and media

## SKILLS

Digital Marketing  
Content Creation  
Social Media Strategy  
Business Operations

Photo, Video & Audio Editing  
Copywriting/Editing/Proofreading  
Event Planning & Management  
Graphic & Web Design

Organization & Administration  
Written/Verbal Communication  
Complex Problem Solving  
Project/Team Management

## SOFTWARE

Adobe Photoshop & Premiere Pro  
Mac iOs & Windows  
Intuit Quickbooks  
Canva +

## PROFESSIONAL EXPERIENCE

### Freelance Marketing Manager & Content Creator

2007 - PRESENT

VARIOUS CLIENTS - CURRENTLY: 12FIFTY + PREMIER HEALTH & FITNESS GYM

- Provide internal and external marketing strategies, creative services, multi-platform social media management and customer support
- Manage lead generation platforms and ensure proper follow up to meet desired outcomes via staff training and/or scripted automations
- Meet with upper management weekly to review and revise marketing initiatives and analyze social media and website performance data
- Audit operations and improve systems by revising existing methods to better support the client's brand and business objectives
- Produce original content, including photo, video, audio, graphic/web design and more for client's personal brand or business marketing

### Social Media, Shopify & Store Manager

2022 - 2023

VINTAGE GRAILS

- Shot and edited original video and photo content of products and location for social media, online store, marketing and advertising use
- Maintained all social media accounts and online sales platforms: Instagram, TikTok, YouTube, Shopify, Etsy, Grailed and Whatnot
- Collaborated with local influencers to create content and campaigns to increase brand awareness and reach target market organically
- Completed build out of Shopify online store and listed 2,000+ unique vintage clothing items with a focus on keywords and aesthetics

### Marketing & Operations Manager

2018 - 2021

THE FIT SHOP

- Executed B2B marketing campaigns with national fitness brands Nike and Propel
- Rebranded and maintained all digital marketing platforms, including company website, landing pages, email and text message marketing lists and social media accounts
- Directed, captured and edited all graphic, photo and video content used for marketing
- Conceptualized and developed initiatives to increase community engagement, attract new members and meet sales objectives
- Streamlined daily operations and maximized employee efficiency by implementing standard operating procedures for all departments

### Marketing & Accounts Receivable Associate

2017 - 2018

CLEANALL SUPPLY

- Rebranded company marketing materials and redesigned product packaging, safety labels and fleet of new company delivery trucks
- Maintained accurate accounting of sales, promotions, returns, and exchanges with a focus on disputes and delinquent accounts during a 30% growth in company sales
- Selected to represent the company on location in New Orleans for annual supply software summit

### Marketing Assistant / Intern / Brand Ambassador

2011 - 2017

MIAMI HEAT

- Coordinated internal marketing operations with Public Relations, Digital Media, Creative, Retail and Community Affairs departments
- Amplified follower/fan engagement with cutting-edge events for the Miami HEAT Dancers, Golden Oldies and Burnie, the team mascot

## EDUCATION, LICENSES & CERTIFICATIONS

**B.A.Sc Business Management**  
Miami Dade College

**S.E.O. Certification**  
Universal Business Council

**Real Estate License**  
Florida D.B.P.R

\* References and work samples available upon request. \*