

NIKKI FABRIZIO

MARKETING MANAGER

PROFESSIONAL SKILLS

Community Management
Copywriting
Strategy Planning
Corporate blogging
Project management
Team management
Customer Service Savvy
Video Production
Market research
Communication skills
Collaborative nature

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated
Passionate

SOFTWARE

Jira	After Effects
SalesForce	InDesign
Pardot	Hubspot
ActiveCampaign	Canva
Demio	Sprout Social
Google Suite	HootSuite
Slack	WordPress
Notion	Google Analytics
Final Cut Pro	Schoolology
Premiere Pro	Wix
Photoshop	Figma
Lightroom	Yumpu
Illustrator	

EDUCATION

BBA, Business Management
BA, Art - Concentration Digital Design
Pace University, 2010-2014
GPA 3.5 - Cum Laude
Full-Year Honors Thesis:
"Adventure Tourism Management"

Semester Abroad

University of Otago, Dunedin, NZ
Spring 2013

CONTACT

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NY, NY based

FREELANCE CONTENT WRITER & EDITOR

Various Clients | NY, NY | December 2022 - Present

- **Copyediting:** Edited and proofread content, ensuring accuracy, grammar, and consistency across multiple projects.
- **Blog Writing:** Created engaging and informative blog posts on diverse topics for clients, adhering to their brand voice and style guidelines.
- **Email Writing:** Crafted compelling email campaigns, effectively communicating key messages and driving engagement.
- **Social Media Copy:** Developed engaging and creative social media content for multiple platforms, increasing audience interaction and brand visibility.

INTEGRATED CONTENT MANAGER

160/90, An Endeavor Company | NY, NY | Sept 2022 - August 2023

- Manage 160/90's corporate social media channels (Instagram, LinkedIn, Twitter)
- Achieve a significant increase in audience (+10%), impressions (+10%), and engagement rate (+5%)
- Develop and maintain weekly and monthly social media content calendars, showcasing agency's work, people, culture, and POV
- Direct social media strategy for executives, including the President, with a focus on weekly content calendars and original content development
- Collaborate with social media leads across the Endeavor network
- Produce monthly social analytics reports to enhance content and engagement strategies
- Oversee internal projects to boost employee engagement and company culture
- Curate and deploy weekly internal newsletters, collecting information from various departments

CONTENT MARKETING MANAGER

Airtame | NY, NY | Aug 2021 - June 2022

- Create, maintain, and publish product and partner collateral, sales tools, promotional material, and other marketing content aligned with Sales & Marketing strategy.
- Orchestrated successful product launch, overseeing content production across various channels:
 - **Email:** Sent 35 emails to global lists, achieving an average open rate of over 40%.
 - **Social:** Produced 100+ social media posts with 100k+ impressions, 1300 link clicks, and a 3.3% engagement rate.
 - **Video:** Directed storytelling video in Copenhagen HQ and filmed additional product and support videos.
 - **Webinar:** Managed a webinar with 370 registrations, 178 attendees, 80 questions asked, and 100+ on-demand views.
 - **Web:** Copy-edited 6 new web pages and optimized web search for new customer behavior.
- Develop 13 case studies based on customer experiences, collaborating closely with a multinational Sales team.
- Write and execute more than 30 engaging email campaigns, distributing over 500,000 emails and driving demand generation activities.
- Collaborate with the Marketing team and external contributors to produce webinars, videos, and multimedia content.

SOCIAL MEDIA AND CONTENT MANAGER

WorldStrides | NY, NY | Nov 2018 - July 2021

- Administer the creation and publishing of 2,500+ original, high-quality posts (copy, photos, graphics, videos) across five brands and fifteen channels.
- Actively monitor and respond to over 700 unique user messages on various platforms in 12-month period.
- Film, edit, and animate videos to support the Creative team.
- Successfully launched influencer programs for K-12 and higher education brands, leading to increased followers and engagement.
- Oversee and produce content for significant marketing projects, including Teacher of the Year Contest/Teacher Appreciation Week.
- Author 25+ blogs for corporate blog channels.
- Develop and implement a new social strategy for ISA brand, resulting in impressive increases in audience (+42%), post link clicks (+300%), engagements (+99%), and impressions (>1000%), despite challenges posed by COVID.
- Actively participate as a member of the Higher Ed Diversity, Equity, & Inclusion Committee and PRIDE ERG.

INTERNATIONAL STUDENT ADVISOR

International Studies Abroad | Auckland, NZ | June 2017 - May 2018

DIRECTOR OF ALUMNI RELATIONS

International Studies Abroad | Austin, TX | July 2016 - May 2017