**Nicolette S. Williams**

**64 Komonchak Circle., West Haverstraw, N.Y 10993**

[**Nicoletteswilliams@gmail.com**](mailto:Nicoletteswilliams@gmail.com)

**845.553.0856**



Highly conceptual media professional experienced at orchestrating effective online and social media marketing campaigns by developing content for electronic communication not limited to newsletters, brochures, reports, blogs and social media outlets.



**Education**

PACE UNIVERSITY- Masters of Arts in Media Communication Arts Pleasantville, NY May 2014

UNIVERSITY AT ALBANY **–** Bachelor of Arts in English Albany, NY 2001-2005

**Related Masters Coursework**

Corporate Communication & Reputation, Effective Speaking for Industry Professionals, Writing for Organizations, Blogging A Better Planet & Media Relations.

**Work Experience**

**Abigail Grimshaw Design Studio** Brooklyn, NY 12/13-Present

*Communications Assistant (Intern)*

* Developed and launched Blogging and Social Media component of new business
* Performed customer/marketing research including demographics; Scheduled conferences, industry meet-ups and client meetings
* Ghostwrote and copy edited on line and print content

**Robert Half International- Office Team** Rye Brook, NY 5/13-8/13

*Social Media (Intern)*

* Maintained monthly sales reports and employee expense reports
* Social media coordinator and event coordinator
* Designed product sheet templates for new products

**Robert Half International- Office Team** Pearl River, NY 11/12-2/13

*Research Assistant (Intern)*

* Researched Marketing and Advertising opportunities
* Social Media Coordinator
* Processed expense reports and managed travel arrangements

**Vision-Sciences, Inc.** Orangeburg, NY 11/07-2/10

*Marketing Assistant*

* Prepared and distributed marketing materials to promote a positive image of the organization
* Attended trade shows and assembled displays
* Coordinated company meetings, interviews, appointments, and events
* Prepared and submitted all revenue and expense reports for executives and staff

**Related Skills**

* Outstanding written and verbal communication skills associated with web & print content development
* product positioning and marketing
* Excellent at multi-tasking as well as able to meet tight deadlines
* Experienced creative team member in partnering to create marketing strategies & campaigns

**Media Presence**

Blogger at <http://guiltygarments.wordpress.com> & e-Portfolio Link: <https://eportfolio.pace.edu/user/view.php?id=12565>

**Computer Skills**

Proficient in Microsoft Office (Word, PowerPoint, Excel, Outlook), Wordpress Blogger, Knowledge of both Windows and Apple Operating Systems, Basic HTML & Social Media (Facebook, Twitter, Instagram, Pinterest)