

# NICOLE LICOURT

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## SUMMARY

Digital Marketer proficient in content creation, social media strategies, search engine optimization and event planning. Bachelor of Art in Marketing with a minor in Digital Media and a Certificate in Digital Marketing from the University of Central Florida. Increased weekly leads from 8 to 40 through email marketing. Excellent communicator, analytical thinker and multi-tasker who works well in team-based projects and independently.

## SKILLS

Organization, Content Strategy, Search Engine Optimization, Google Analytics, WordPress, Wix, Google Ads, Keyword Planner, Facebook Ads, Facebook, Instagram, Pinterest, LinkedIn, Twitter, YouTube, Photoshop, EPiServer, Madgex, BitRix, Buffer, Sprout Social, Hootsuite, Sked Social, Slack, Microsoft Teams, InVideo, Canva, Survey Monkey, Pardot, HubSpot, GoToWebinar, SmartSheet

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## PROJECTS

### **Cheesecake Factory: Social Media Advertising** | <https://bit.ly/3i7ycaE>

Developed the strategy for a multi-platform social media campaign to help build a company's reputation. Justified the use of each social media platform in the campaign based on its user behavior. Built out a campaign in Facebook Ads Manager and LinkedIn Campaign Manager.

- *Core responsibilities: Entire project*
- *Tools used: Google Slides, Facebook Ads Manager, LinkedIn Campaign Manager*

### **SEO Analysis: Hedge House** | <https://bit.ly/37hWOKI>

Developed recommendations for Hedge House website to improve how search engines crawl and rank it. Included: updated keyword strategy, internal linking structure, content updates—both to text and visual aspects, metadata updates—both for search engine listings and technical elements, recommendations for future content to add to the website to improve SEO and backlink strategy.

- *Core responsibilities: Entire project*
- *Tools used: Google Slides, Google Search, The Hoth, SEMrush*

### **Plan It: Paid Campaigns** | <https://bit.ly/2MQKfNW>

Prepared a keyword strategy by evaluating keywords and determining which work best in a given situation. Created search ad text using best practices for headlines, URLs, descriptions, and landing page suggestions. Designed a structure for a Google Ads campaign to organize information in ways that target effectively, are cost efficient, and can be easily optimized and evaluated.

- *Core responsibilities: Entire project*
- *Tools used: Google Slides, Google Ads, Keyword Planner, Google Search Console, The Hoth*

## RELEVANT EXPERIENCE

### **Marketing and Event Specialist** **Fierce Inc.**

2021 – Current  
Remote

Create and manage comprehensive content calendars using Monday.com for blogs, emails and social; write copy and develop campaigns for all. Use WordPress, Sprout Social, Pardot and HubSpot daily for content management and creation. Design graphics and edit videos using Canva. Report on social and email KPIs regularly. Produce webinars using GoToWebinar and organize external marketing events – both in-person and virtual. Regularly make website updates to pages in WordPress. Work directly with Marketing Director on other requests and projects as needed.

#### **Key Accomplishments:**

- *Revamped social media accounts to create an increase of engagements by 140% and post link clicks by 107%*

- *Overhauled email marketing strategy to increase lead generation from an average of 8 leads to now 40 leads per week*
- *Led and planned an international conference and EXPO in six weeks which normally takes six months*

**Marketing and Events Coordinator  
Cryos International**

2017 – Current  
Orlando, FL

Developed highly engaging social strategies on Facebook, Instagram and Pinterest that increased brand awareness, promoted customer engagement, and ultimately drove web traffic and conversions. Created all content for social and WordPress blog. Optimized content for SEO, developed actionable KPIs and marketing strategies. Managed yearly B2B/B2C trade show event logistics and planning. Supervised and mentored marketing interns.

**Key Accomplishments:**

- *Organized, planned and led an extremely successful two day company symposium with over 100 attendees from around the world; recognized and rewarded at the symposium for major success*
- *Increased overall social media engagement rate from 3% to 5% in just a month*
- *Increased Instagram following by 82% after a year*
- *Increased sales by over \$150,000 in a year through marketing influencer strategies*

**ADDITIONAL EXPERIENCE**

**Marketing Intern**

2017 – 2017

**WhatUp Events**

Orlando, FL

**Marketing Intern**

2017 – 2017

**OrlandoJobs.com**

Orlando, FL

**Social Media Marketing Intern**

2016 – 2016

**21st Century Safety**

Orlando, FL

**Publications Intern**

2015 – 2016

**The Institute of Internal Auditors**

Orlando, FL

**EDUCATION**

- **Certificate in Digital Marketing: University of Central Florida, Orlando, FL**
  - An intensive 18-week long bootcamp dedicated to marketing strategy, campaign and website development, digital advertising, site analytics/reporting and automation. Skills learned consist of: HTML/CSS, WordPress, Google Analytics, Paid Search, Content Strategies, Social Media, Facebook Insights, CRMs, MailChimp, Link Building/SEO, A/B Testing.
- **B.S. in Marketing with a minor in Digital Media: University of Central Florida, Orlando, FL**
- **A.A. in Business Administration: Valencia College, Orlando, FL**