Nicole D. Beckerman

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Experienced full-stack marketer seeking in-house opportunities.

Key Skills Summary

**Services**

* Advertising (Digital, Social, Search, Traditional)
* Combined Marketing & Media Strategy
* Content Strategy and Creation
* Market Research and Positioning
* Project Management
* Writing (Marketing Copy, Press Releases, Content Articles)

**Tools**

* Adobe Photoshop, Illustrator
* Cision
* Google Analytics & Adwords
* Hootsuite
* HTML, CSS
* Hubspot
* MailChimp, Constant Contact
* MS Excel, Word, PowerPoint
* WordPress

**Industries**

* Ecommerce
* Fashion
* Food/Beverage
* Technology

**Languages**

* English: Native Speaker
* German: B1 (Intermediate)
* Arabic: A1 (Beginner)

Experience

**Independent Consultant** ***2011 – Current***

**Marketing, writing, and press relations services*****Location Independent***

Selected achievements:

***Multiple-Stakeholder Management***

* Managed relationships with typically 4-7 clients at a time, from intake and expectation management to executive reports.
* Served as an independent contractor with 3 PR/Marketing firms, acting as Interim Account Executive for Spin PR and Mindful Marketing Strategies.

***Leadership***

* While managing a team of 3-5 as Interim Head of Marketing for Small Hand Foods (premium cocktail syrup manufacturer):
  + Defined and directed execution of a combined marketing, PR, and social media strategy which increased online revenue by 183% (monthly average) over the previous year in 2016 and order size by 166%.
  + Achieved 118% average follower growth per social media platform over a 1-year period.
  + Conceptualized and executed 3 digital promotional campaigns annually, including several in collaboration with corporate partners.
* Directed over 5 web site launches of varying complexity in conjunction with clients, designers, developers, copywriters, and sales staff. Example: A successful C2C lending platform relaunch in 2011, which leveraged an email sales funnel system and targeted content to yield a 330% growth in membership over the subsequent year.
* Oversaw logistics for client sponsorship and activation at events of up to 1,000 guests. Example: Managed the logistics of a new product launch activation for Stark Spirits at Art Beyond the Glass festival, including the creation of a custom cocktail menu served to over 500 visitors by a 6-person team.

***Product Marketing***

* Collaborated across marketing, sales, and creative teams to develop positioning and messaging. Example: Led MBA team of 4 to determine pricing and go-to market strategy for eNTAD software which enabled a successful new product launch.
* Acted as lead content curator and editor for over 5 clients’ social media accounts, supervising teams of 2-8 writers, designers, collaborators, and other contributors.
* Worked with the Everwise team to identify target customer pain points, and create awareness programs on their website and blog. Example: Articles on mentoring best practices using insights from interviews with Everwise’s user community, which garnered 2,000 – 10,000 (and counting) pageviews over their lifetime.

**(INDEPENDENT CONSULTANT, cont.)**

***Writing and Content Creation***

* Wrote and provided graphic design for collateral/content including microsites, social media posts, go-to-market strategies, press pitches, investor presentations, grant applications, press releases, sell sheets, website copy, and long-form content marketing articles.
* Example customer-targeted article topics for Everwise and Reflektive: Selecting performance management software, effective leadership, talent development for millennials, HR policy, change management, and company culture.

***Selected Clients:***

Ararat Brandy (Spirits brand, owned by Pernod Ricard)

Beefeater Gin (Spirits brand, owned by Pernod Ricard)

Centro Community Partners (Business advisory services)

Double Rock Venture Capital (Tech-focused VC fund)

Emblem PR (Media relations agency)

eNTAD Software (Consumer technology)

Everwise (Mentoring technology solutions)

Inspirer Magazine (Women-focused digital publication)

Lolo Cards (Local shopping technology)

Mindful Marketing Strategies (General marketing agency)

Reflektive (Performance management technology)

Rentalic (C2C lending technology)

Small Hand Foods (Cocktail syrup manufacturing)

Spin PR (General PR agency)

Stark Spirits (Spirits brand)

Trip.com (Travel technology)

**Leaf & Crown Clothing** ***2012 – 2016***

**Entrepreneurial project in clothing manufacturing*****Oakland, CA & Los Angeles, CA***

**Owner/Creative Director**

After completing MBA, designed clothing line for mass production and successfully brought 400 units to market to gain interdisciplinary project management experience. The line was retailed until 2016 at 3 Bay Area locations and selected events. Key achievements include:

* Directed manufacturing operations (design process, industrial specifications package preparation, material sourcing, contractor selection, and coordination).
* Designed and managed product marketing online (website SEO and content, social media, direct email, targeted ad buying, and strategic planning).
* Developed and implemented ecommerce merchandising.

Education

**Lorry I. Lokey Graduate School of Business, Mills College *2011-2012***

***MBA with Marketing Emphasis, GPA 3.9 Oakland, CA***

*Selected accomplishments:*

* Goldman Sachs 10,000 Women in Business Full Tuition Scholarship
* UCB Hult Business School Global Case Challenge Finalist: Strategy Analysis for One Laptop Per Child

**Mills College & The American University in Cairo *2007-2011***

***BA with Honors, International Relations; Minors in Economics & Women’s Studies; GPA 3.9 Oakland, CA & Cairo, Egypt***

*Selected accomplishments:*

* National Society of Collegiate Scholars (NSCS) and Pi Sigma Alpha honor societies
* Presidential Merit Scholarship and NSCS Scholar Abroad Scholarship
* Documentary Project Manager and Teaching Assistant

Volunteer & Interests

Aerial Silks and Trapeze (Studio Manager/Performer, 2014-2018)

Independent Dance Instruction and Solo Performance (2006-2015)

Golden State Fitness and Performance (Personal Trainer 2013-2014)

Gilded Serpent Magazine (Foreign Correspondent in Egypt, 2009-2010)