

EMILY E. NICKERSON

DIGITAL STRATEGIST & STORYTELLER

RELEVANT EXPERIENCE

Social Media Manager / Copywriter

Aisle Rocket Studios | St Joseph, MI | 2014 – Present

- Develop quarterly media plans and monthly content calendars, which delivered 48% YOY sales increase for primary client during annual sales push
- Collaborate with design and video teams to concept and create content for various social media outlets, including SWASH brand St Paddy's stop-motion video, which earned 400,000 views on Twitter in a single day
- Utilize Spredfast for community management, social listening and managing content approval
- Monitor analytics and recommend adjustments to strategy and creative, as appropriate

Digital & Social Media Coordinator

Consumers Credit Union | Kalamazoo, MI | 2012 – 2014

- #31DaysCUSave campaign, which launched Consumers ConnectU educational video series, increased blog views by 62% over previous highest month
- Consumers CU Room Redo Pinterest campaign contributed to two months of record home equity loan applications
- Presented on social media etiquette and strategies for social selling at annual Professional Development Day

Columnist / Associate Editor

The Muse | Remote | 2011 – 2013

- Wrote original articles with pickups by *Forbes*, *The Huffington Post* and *Mashable*
- Collaborated with columnists and outside writers on concepts, content and deadlines
- Edited content to ensure consistent voice throughout site

EDUCATION

Hope College

Bachelor of Arts

Magna Cum Laude

English and Spanish

SKILLS

Social Media

Facebook

Twitter

LinkedIn

Pinterest

Instagram

YouTube

Social Tools

Spredfast Conversations

Spredfast Intelligence

Google Analytics Certified

Adobe Creative Cloud

InDesign

Photoshop

Illustrator

AWARDS

2014 CUES Golden

Mirror Awards

2nd Place | Social Media

2nd Place | Financial Ed

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