



QUALIFICATIONS

Dynamic, performance-focused, and results-driven marketing professional, with over 20 years of comprehensive experience in print, social media, web and business administration. Expert in fine arts and visual communication design. Leader in maximizing marketing efforts toward achieving business growth. Partner with C-Suite to ensure branded materials aligns with company initiatives. Specializing in concept and initiating marketing strategies to create material positive impact for stakeholders.

CORE COMPETENCIES

Product and Project Branding Management	Rapid Conflict Resolution
Marketing Planning and Research	Continuous Process Improvement
Regulatory Compliance and Standard	Partner Relations and Retention

PROFESSIONAL EXPERIENCE

CHE Behavioral Health Services - Brooklyn, NY

Visual Communications & Learning Development Manager | 2023 - Present

Create and assist with development of all sales materials, printing, Social media, web development, HR and recruitment assistance, presentations, and branding. Design and develop new training modules and training assignments. Update existing trainings, manage all communications with employees and functions of the platform. Develop emails, newsletters and any additional communications to share with all CHE employees.

Social Media and Marketing Manager | 2021 - 2023

Research, analyze, conceptualize, and implement new marketing campaigns. Branded new advertising and social media campaigns for outpatient and inpatient mental health services. Created and managed all branded materials, print, advertisements, social media, content, promotional items, and media initiatives.

Health Care Navigator - Irvington, NY

Visual Communications and Marketing Director | 2005 - 2021

Researched new marketing initiatives, branding, and advertising within the healthcare sector.

Created and managed all branded materials such as logos, marketing collateral, print, advertisements, presentations, social media, content and promotional items for two large long-term care companies, several healthcare provider companies, and a real-estate company.

EARLIER CAREER EXPERIENCE

Medlink Imaging - Elmsford, NY
Marketing Coordinator | 2004 - 2005

Blue Streak Printing - Poughkeepsie, NY
Graphic Design Consultant | 2003 - 2004

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SOFTWARE/PROGRAMS

Operating Systems

Mac OS X, Windows

Social Media

Facebook | Twitter | LinkedIn | YouTube
Instagram | Hoot Suite

Tools

Microsoft Office Suite
Google Workspace
Google Analytics
Keynote
Flipsnack, Issuu

Email Campaign Software

Campaign Monitor
Mail chimp

Design Programs

Adobe Creative Suite
WordPress
Craft CMS
Canva

Learning and Development

Brainier
Vyond

PORTFOLIO

www.NikkiDesigns.net

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Additional materials available upon interview.

PROFESSIONAL DEVELOPMENT

Conference/Seminars

Mental Health Marketing
Fundamentals of Marketing
Re-branding
Social Media
Hootsuite

EDUCATION

Bachelor of Science in Visual Communications

2002-2004

Cazenovia College - Cazenovia, NY

Associate of Applied Science in Fine Art

2000-2002

Sage College - Albany, NY