



NICOLE MIGLIONICO

CONTACT

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 @nicolemmig

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PROFILE

I am a recent marketing graduate seeking a full-time position in the field of sales and marketing where I can apply and add on to my experience and skills to further a company's success.

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION, MARKETING
AUBURN UNIVERSITY | 2012 - 2016

EXPERIENCE

MARKETING ASSISTANT

AUBURN UNIVERSITY CAMPUS REC | AUG 2015 - MAY 2016

- Developed social media/marketing strategies and content for projects and all social media accounts
- Spearheaded marketing, brand, and editorial strategy for new online magazine *Be Well*
- Regularly evaluated social media analytics and refocused strategies in accordance with results

MARKETING/EVENT PLANNING INTERN

PLEXUS WORLDWIDE | MAY 2014 - JUL 2015

- Directly assisted the Director of Events in planning, organizing, executing multiple large events
- Frequently contacted internal and external clients and maintained strong relationships

RESIDENT ASSISTANT

AUBURN UNIVERSITY RESIDENCE LIFE | JUL 2014 - MAY 2015

- Fostered healthy relationships and mediated conflicts between Auburn University residents
- Planned, promoted, and executed multiple events each month

LEADERSHIP AND ACTIVITIES

DIRECTOR OF EVENTS

AUBURN UNIVERSITY MARKETING ASSOCIATION | AUG 2015 - MAY 2016

- Hosted workshops and special projects led by professional guest speakers
- Worked with various professionals and companies on multiple marketing projects

SOCIAL MEDIA MARKETER

AUBURN UNIVERSITY RELAY FOR LIFE | AUG 2013 - MAY 2014

- Managed and produced content for various social media accounts
- Established and executed marketing goals with marketing team

SKILLS

- Google Analytics
- Social Media Strategy
- Microsoft
- Canva
- Copywriting
- Hootsuite
- Project Management
- Weebly
- Photography
- Teamwork