

# Nicki Bourgo

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## Freelance

### **Freelance Writer, Self, USA**

**August 2011 – Present**

- Work with multiple clients to create well rounded, cohesive articles and outlines to be displayed in various formats; clients include:
  - Rosetta Stone
  - Huffington Post
  - National Cattlemen's Beef Association
  - Beef Checkoff
  - FICO
  - oBizMedia
- Ability to create informative and insightful articles on any subject, with the ability to adhere to specific client styles and guidelines
- Adapt communication style to accommodate each client to ensure complete understanding of all needs and requirements
- Create copy for such projects as infographics, travel articles, blogs, and biographies
- Research material and fact check online content to ensure reliable and truthful writing

### **Social Media and Marketing Coordinator, UnitedSample, Encino, CA**

**April 2013 – July 2013**

- Planned weekly and monthly editorial calendars for all social media platforms – including Wordpress, Twitter, Pinterest, and Facebook
- Managed customer feedback through SproutSocial for iPoll, Instant.ly, and uSamp and responded accordingly
- Monitored branding throughout various company websites (iPoll, Instant.ly, and uSamp) and gather online analytics for all sites, including social media
- Curated, created, and posted interesting content for blogs and all social media platforms
- Created copy for publications and research articles sponsored and created by uSamp
- Researched trending topics and created survey questions and subjects for interesting and exciting visual data infographics
- Coordinated with designers and marketing team to ensure that all assets are on schedule, have appropriate copy, and correct graphics

## Experience

### **Donor Marketing Manager, United Way of Greater Los Angeles, Los Angeles, CA**

**September 2014 – October 2015**

- Responsible for supporting key efforts to engage United Way donors, both corporate accounts and individual donors:
  - Created workplace campaign material packet and toolkit
  - Developed and planned digital marketing materials for distribution to donors
  - Organized and scheduled speaker engagements for account events, as well as volunteer opportunities throughout the year
- Lead the overall project management and execution of integrated and customized marketing projects for key accounts and workplace campaigns:
  - Managed the marketing communication calendars, including schedules for email, events, tours, and volunteer programs
  - Tracked data points for all communications to corporate accounts and individual donors
  - Ensured basic corporate and donor recognition benefits are delivered as they relate to general marketing activities, through mailings, email communications, and other activities
- Customized collateral pieces, marketing campaigns, and volunteer opportunities created for such corporate accounts:

○ AIG	○ Enterprise	○ NBC-Comcast Entertainment	○ UCLA
○ Anheuser-Busch	○ Exxonmobil	○ Neutrogena	○ UPS
○ AT&T	○ Farmers Insurance	○ Nordstrom	○ U.S. Bank
○ Bank of America	○ FedEx	○ PricewaterhouseCoopers	○ USC
○ City National Bank	○ General Mills	○ Target	○ Wells Fargo
○ Costco	○ Jet Propulsion Laboratories	○ Toyota Motors	
- Managed and oversaw Direct Mail program:
  - Managed corporate relationship with company handling delivery of mailings
  - Curated collateral pieces to be used in monthly mailings
  - Acted as editor and art director in managing copy and placement of materials
  - Project managed each mailing to ensure that production and delivery dates are met
- Created and implemented tracking measures to collect donor contact information and measure effectiveness of efforts
- Tracked and analyzed marketing metrics to identify cause-effect relationships between marketing actions and financial outcome and impact on donor retention

- Managed tracking of all donor engagement activities and touch points to establish return on investment
- Built and updated marketing dashboard that visualized key performance indicators

**Conversational English Teacher, Kossuth Lajos Secondary School, Budapest, Hungary** **August 2010 – June 2011**

- Planned and executed daily lesson plans to accommodate for seven different classes - including American and British literature, as well as advanced, intermediate, and beginning English grammar
- Adjusted curriculum and lesson plans as needed to accommodate students' interests and learning styles in order to keep students engaged in events and activities
- Developed supplemental coursework for English as Second Language and English Literature classes
- Coordinated with fellow language teachers to plan events and lessons for students
- Organized and executed extra-curricular activities for students outside of the classroom to promote speaking English in a fun environment
- Built friendly and healthy relationships with students to foster a better understanding of English and American culture

**Web Producer, Disney Consumer Products, Glendale, CA** **August 2009 – April 2010**

- Responsible for online products, including establishing and updating pricing and product content, gifting options, associating product multi-view imagery, and setting appropriate availability codes
- Responsible for daily launching of products to DisneyStore.com, including distribution of buyable/published reports Planning and Merchandising teams
- Managed and edited copy for product descriptions uploaded onto DisneyStore.com and DisneyOutlet.com
- Coordinated with various marketing teams to ensure that all products and information associated with those products launched and live on schedule

## Skills

- Able to read raw data, track trends, pin-point fluctuations, draw conclusions based on data assessment and various correlations
- Self-motivated; able to set effective priorities and implement decisions to achieve immediate and long term goals and meet operational deadlines
- Strong organizational skills with ability to monitor multiple tasks and ongoing activities
- Capable of organizing projects from initiation through completion; adept at troubleshooting and resolving problems
- Strong leadership skills with proven ability to motivate, and accomplish short-term and long-term tasks both with groups and individually as well as proven liaison and negotiating skills
- Extensive knowledge of Microsoft Word, Excel, PowerPoint, GoogleDocs, e-Commerce, Adobe Photoshop, InDesign, Illustrator, Lightroom, PC and MAC literate
- Basic knowledge of HTML, CSS, SQL

## Education

**Pepperdine University, Malibu, CA** **August 2005 – July 2009**

- Bachelor of Arts Degree in Advertising with a Multimedia Design minor
- **Pertinent coursework;** Advertising Campaign Management, Account Planning and Research, Copywriting and Layout, Computer Graphic Design, Multimedia Production and Authoring, Communication and Advertising Research, Mass Communication Law, Message Creation and Effects, Communication Theory and Ethics

**Activities:**

- Member of the Gamma Phi Beta sorority, Philanthropy Chair (2005-2006; 2007-2008)
- **Major Projects;** Participated on a team to develop and execute an advertising campaign for Joy's Chocolates, an LA based business, concluding with a pitch to the client
- Fully developed and marketed an urban/independent culture magazine, created by myself - including design and layout of physical magazine

**Pepperdine University, Heidelberg, Germany** **July 2006 – May 2007**

- Experienced art, history, and European culture firsthand
- Studied German language, history, art, and culture