



nicole gittleman

social-first brand strategist

about me

Nicole is a creative + digital strategist who excels at building engaging, 360 marketing campaigns.

She has 5+ years experience servicing entertainment and CPG brands in account management, strategy and sales roles at social media, influencer marketing and content agencies.

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competencies

- Social Media Strategy
- Content Development
- Influencer Marketing
- Project Management
- Paid Social Advertising
- Brand Marketing
- Events / PR
- Digital Analytics

education

Sacred Heart University
Bachelors of Science
Marketing and Management

Student Body President
Panhellenic President

work experience

Malka Media Group

Manager, Brand Partnerships | June 2020 - January 2021

- Identified and nurtured prospective clients, with the goal of building a new book of business.
- Operated as a creative and consultative seller, pitching custom branded content, digital, social, and experiential services.
- Oversee creative and production teams working on projects sold through.
- Closed 5 new clients during the first 4 months on the job. Sold over \$800K in gross revenue.

ACTIVATE / Bloglovin'

Associate Director, Brand Partnerships | June 2019 - June 2020

- Responsible for growing services and SaaS platform business in the beauty, tech, and entertainment industries. Clients included Amazon Studios, GoDaddy and Estée Lauder.
- Worked collaboratively with the execution, engineering and SaaS support teams to develop competitive proposals and innovative products in order to entice prospects and provide existing brand and agency clients with exceptional, robust offerings.
- 238% to sales goal in 2019. 110% to goal in Q1 2020.

theAMPLIFY

Manager, Brand Partnerships | April 2018 - May 2019

- Ideated creative content strategies and developed custom proposals for prospective clients looking to activate influencer marketing campaigns. Clients included Unilever, Diageo, NFL, Pepperidge Farms and Coty.
- Oversaw 2 Campaign Managers and execution of 18 campaigns across a \$1.8MM budget.

Brayola

Senior Social Media Consultant | January 2019 - March 2018

- Oversaw paid social strategy, implementation, and \$500k monthly budget for e-tail brand.

Stella Rising

Social Media Manager | April 2016 - January 2018

- Developed evergreen and campaign-specific paid and organic social media strategies for CPG and beauty brands. Supported social ideation for new business.
- Curated brands' social content calendars informed by social listening, prior performance, demographic data, client objectives and industry / consumer trends.
- Developed influencer marketing service for the agency.
- Managed 1 Social Media Coordinator and 1 Social Media Specialist.

Social Media Coordinator | May 2015 - April 2016

Marketing and Ad Services Assistant | January 2015 - May 2015

- Developed wireframes and wrote ongoing content for the agency blog. Managed agency social content and properties.