

Nicole Newland

Program Manager

San Francisco, Bay Area

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Results-focused program manager with a thorough understanding of digital content creation, email campaign development and execution, event marketing and management, copy writing and editing, and customer engagement. Proven ability to drive sales gains and increase program awareness.

Results Include:

- Doubled attendee count, and in turn ticket revenue, for large event series through targeted social media and email campaigns.
- Increased lead generation for new sales through the creation and management of multiple targeted email drip campaigns.
- Streamlined new member on-boarding through the creation of a Membership Guidebook.



Education

University of California at Irvine
2011-2015

Bachelors of Arts Psychology and
Social Behavior
Minor in Economics

Member of Eta Kappa Chapter
Alpha Phi Sorority



Skills

Email Marketing: Mailchimp, Pardot,
Woodpecker

Web Design: WordPress, Weebly

Social Media Management: Buffer,
Twitter, Facebook, Instagram

Basic HTML and CSS: CSS.0x: CSS
Introduction, W3Cx: Dec. 15

Marketing Analytics: Currently
pursuing 4 course MicroMasters

Copywriting

Adobe Products: Adobe Spark, Basic
Adobe InDesign

Events Marketing and Management

Productivity Tools: Basecamp,
Evernote, Google Calendars

Salesforce

Program Design and Management

Google Product Suite

Microsoft Product Suite



Experience

Program Manager Dec 2015–Nov 2017
Washington Technology Industry Association, Seattle, WA

Managed email marketing for contacts database of over 14,000 customers, prospects, and community partners. Provided strategic and tactical support to multiple internal teams through management of email campaigns and the communications calendar. Researched trends in email campaign design, digital marketing, and web design in order to maximize effectiveness of communications effort.

Results Overview:

- Managed promotion of WTIA and community partner events through targeted email and social media campaigns.
- Partnered with managers across the company to create program, product, and event marketing content for numerous targeted email campaigns, web pages, and sales collateral.
- Improved event sponsor and attendee feedback through data-driven program improvement and targeted digital marketing campaigns.
- Worked closely with database manager to upgrade current CRM system to allow for database cleanup, improved list segmentation, enhanced email design capabilities, and more thorough analytics.

Small Business Sales Apprentice Aug 2015- Oct 2015
ADP, Lynnwood, WA

Created and implemented over the phone sales strategies, while ensuring that all clients received a positive experience with ADP. Built new relationships that expanded ADP's client network. Managed and maintained clientele and prospect lists for multiple Regional Small Business Sales Representatives.

Areas of Specialty:

- Payroll, HR, Tax Compliance, Time and Labor Management, Worker's Compensation, and Employee Benefits

Human Resources Intern Jan 2015-Mar 2015
THINK Together, Santa Ana, CA

Worked closely with staffing, volunteer, and HR departments. Provided administrative support including: data entry, creating and managing volunteer opportunity postings, and performing volunteer database audits.

Project Overview:

- Led the recruitment campaign for Chapman University work-study students. Directed talent scouting, applicant screening, interview scheduling, and aided in execution of in-person interviews.