



**NICOLE
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SOCIAL MEDIA & VIDEO EXPERIENCE

EVERYDAY ABBY ASSISTANT CONTENT CREATOR

**MI
FEB '22-NOW**

In this role I assist Abby, the influencer behind the Everyday Abby brand.

- Assist with content creation for Instagram with over 443K followers
- Grow TikTok following with organic content
- Edit videos for paid promotions with brands including lululemon, Target and Nordstrom
- Create and drive sales with weekly newsletter using Mailchimp
- Create fashion boards for LTK platform
- Refresh and maintain website
- Create and constantly update Amazon store front
- Assist in increasing sales through all digital platforms
- Manage requests with short deadlines
- Detail-oriented, organized, strong ability to multi-task and work well under tight deadlines in fast-paced environment

POKEMON GO VIDEO CONTRACTOR

**REMOTE
APRIL 2022**

In this position I worked with Pokemon Go under a one month contract to create videos to assist their campaign for the "Welcome to Alola" event.

- Develop 10 TikTok video ideas that assisted promoting the event
- Create engaging copy while ensuring brand consistency through tone, voice, and terminology.
- Identify meaningful insights from social performance and community conversations to help drive strategy.
- Produce, film, edit and revise content
- Keep a pulse on the social landscape by tracking trends, social platforms, campaigns, and content.

DOMINO'S HEADQUARTERS VIDEO PRODUCTION SPECIALIST

**ANN ARBOR, MI
JUNE '19-NOW**

Day-to-day, this position assists in the creation of engaging videos for our internal and external viewers. Some duties include:

- Storyboard, direct and edit videos to be used for social media, internal training, events, emails blasts and more
- Assist in pre-production planning of video projects including, but not limited to, location research, store location mapping, film subject/store team member listing, budget estimates and project scope, scheduling of interviews, b-roll footage, and scenic supporting footage shoots.
- Collab with multiple teams to create engaging and impactful stories
- Operate and maintain Sony F7, GoPro and Cannon cameras
- Maintain professionalism while interviewing CEO, upper level Executive team and business owners
- Coordinate filming schedules and travel (international and domestic) for entire video team and talent
- Develop, organize and maintain library for all video content