

VICKI NICHOLS

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HIGHLIGHTS OF QUALIFICATIONS

- Social media marketing experience gained through developing social media strategies and utilizing social media analytic tools as part of a Co-op position with 123 Company
- Strong teamwork skills evidenced through collaborating with a team of volunteers to organize and promote a large fundraising event for a local nonprofit organization
- Excellent presentation skills having given presentations on case studies as part of the Business Administration Diploma program as well as market trend presentations as a Social Media Coordinator
- Social media channels: Facebook, Twitter, Instagram, Pinterest, Snapchat, YouTube, Vimeo, LinkedIn, Google+
- Experience with the following platforms, tools, and analytics: Hootsuite, WordPress, LinkedIn Publishing, and Google Analytics
- Languages: fluent in English and Spanish

EDUCATION

Business Administration Diploma, Marketing Specialty Sept. 2017 – Expected Graduation: May 2020
Okanagan College, Kelowna, BC

- x Completed coursework includes Digital Marketing, Marketing Management, Professional Writing, Financial Accounting, Canadian Business, Advertising and Marketing Communications, and Management Principles
- x Current cumulative Grade Point Average of 87.40 with Dean's List Recognition

High School Diploma June 2017
Stanley Humphries Secondary School, Castlegar, BC

Instagram platforms

- x Increased followers by 1700+ by creating an online marketing campaign and associated hashtag
- x Utilized social media analytics tools, including Hootsuite and Google Analytics, to track consumer engagement and draw conclusions about user data

