

NICOLE MARTINEZ

PROFILE

I am commercially aware, with both a global and growth mindset. I am committed to bringing energy and excellence to everything I do.

GET IN TOUCH



+1 305-389-7192



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/nicole-martinez-821782151

SKILLS

Bilingual English/Spanish
Event Planning
HTML/CSS/Java
Adobe Suite
Microsoft Office
Nielsen Simmons/YouGov
Pathmatics
Mintel

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
Bachelor of Arts, Advertising | Graduating May 2020

UNIVERSIDAD COMPLUTENSE - MADRID
Study abroad through UNC & IES | Fall 2018

UNIVERSITÉ GRENOBLE ALPES - FRANCE
Study abroad through UNC | Summer 2017

EXPERIENCE

COMMUNICATIONS DESIGN RESIDENT Jun 2019 - Aug 2019
IPG MEDIABRANDS

- Worked at Initiative Media in LA; Client: TikTok
- Assisted with media planning and execution of ten campaigns, with emphasis on digital (Search, Social, Programmatic, Site Direct, Video, Mobile)

EVENT ASSISTANT Jan 2019 - May 2019
UNC INSTITUTE FOR THE ARTS & HUMANITIES

- Assist Event Coordinator with at least five events per week
- Manage event registration, invoice processing and budget tracking for events and programs

MARKETING INTERN Sept 2018 - Dec 2018
REAL ACADEMIA DE BELLAS ARTES DE SAN FERNANDO

- Marketing/social media data investigation of 35 museums in Madrid
- Campaign management for RABASF to promote its events and temporary exhibitions

VICE PRESIDENT OF MARKETING Sept 2017 - Jan 2018
ALPHA PHI SORORITY

- Oversaw Directors of Social Media, Parent & Alumnae Relations, and Merchandise
- Developed a marketing plan for 2018 school year
- Attended Alpha Phi Int'l Leadership Conference in Dallas, TX

EVENT COORDINATOR Apr 2017 - May 2018
UNC CENTER FOR SLAVIC, EURASIAN & E. EUROPEAN STUDIES

- Designed promotional material for courses/events throughout campus
- Assisted in the preparation/data gathering for the T6 \$900k grant proposal for UNC and Duke Centers
- Set up and on-site event management of five to ten events a month with hundreds of participants

MENTOR Aug 2017 - May 2018
N.C. STUDENT LATINX INITIATIVE

- Mentored Latinx high school students applying for higher education in North Carolina