

Nicole Flowers

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Executive Summary

10 years of experience in strategic marketing, project management, lead development, relationship management, print and web campaigns

- Experienced team leader in strategic campaign planning and implementation
- Strong writing skills, particularly in website, email, and offline communications
- Critical thinker specializing in campaign optimization, analytics and reporting
- Proven success in lead generation, distribution management and optimization
- Aptitude for statistical research design, collection, tabulation of results
- Excellent relationship building, negotiating, and communication skills
- Expertise in website development and optimization

Work Experience

Nicole Flowers Marketing, Reno, NV

Marketing Consultant

9/2006 - Present

- Leading clients in creation and positioning of brand identity. Responsible for competitive analyses, audience research, identify package, design, and messaging.
- Launching development and rollout of new client websites. Managing vendor analysis, web optimization, content development, and overseeing integration with database and reporting software.
- Helping clients position themselves as experts by creating, cataloging, and publishing compelling and relevant articles, research and resources.
- Developing new business by helping clients focus on ideal prospects. Includes thorough assessment of customers and development of lists and leads for prospecting.

Miller Heiman, Inc., Reno, NV

Marketing Manager

2/2002 – 6/2006

- Responsible for department's campaign development from planning to content, list strategy, and lead distribution. In 2005 alone, these campaigns contributed to \$2 million in business. Four campaigns were lauded on the basis of their results by the American Marketing Association.
- Managed company's online marketing including email campaigns, web/search promotions and advertising, and alumni loyalty programs. These campaigns were vital in increasing unique web traffic to company website by 50% in four years.
- Drove growth for opt-in email database. Increased opt-in list size by 200% over 4 years.
- Created and managed company's lead scoring and distribution channels. Increased number of leads from 500 to 3000 per month in 4 years.
- Developed strategic partnerships with key companies to drive awareness and leads with new prospects. Projects consisted of webcasts, in-person events, emails and newsletters, research, and the creation of a resource-based web page. As a result of these activities, Miller Heiman reached 3 million unique web visitors per month and generated 18,000 new marketing leads.

- Integral in launching and managing company's highly-acclaimed annual research survey, helping propel the company to become the leading industry authority in its space.
- Created and implemented the *Sales Confidence Index*, a quarterly online survey measuring the health and productivity of organizations in North America. Achieved response rate of 70% each quarter.
- Oversaw company's marketing calendar and responsible for maintaining department's Key Performance Indicators, consistently exceeding objectives month over month.

Fawcette Technical Publications, Inc., Palo Alto, CA

Marketing Planner

2/2000 - 12/2001

- Planned and managed marketing promotion for 10 software development conferences per year around the globe.
- Executed production and distribution of marketing campaigns and advertising. Increased profit margins by expanding customer retention and streamlining costs.
- Developed and edited content for all conference communications including email alerts, session descriptions, event promotions, and speaker biographies.
- Responsible for advertising in multiple software publications and websites. Led trade programs and marketing alliances to expand placement and syndication of promotion.
- Coordinated presence at domestic and international trade shows and expositions.
- Built strong vendor relationships with media, printers, and designers and negotiated annual contracts.

Benchmark Communications, Inc., Houston, TX

Marketing Coordinator

1/1998 - 2/2000

- Created and executed new marketing campaigns resulting in increased revenue of 40% in first year, and consistent thereafter.
- Directed production of company brochures, advertisements and training materials. Coordinated logistics and communication of all events.
- Managed client research, guided client relationships, developed customized training programs and generated post-project analyses.
- Wrote and distributed all press releases and managed press relationships.
- Developed employee training program.

Education

1993-1997 University of Texas, Austin, TX

McCombs School of Business undergraduate program ranked #13 in nation by Business Week 2007

- Bachelor of Business Administration: 3.5 GPA
- Major: Marketing
- Concentrations: Italian, International Business

Skills

- Adobe Photoshop
- Dreamweaver, FrontPage
- HTML
- Microsoft Office
- JMP Statistical Software