

# NIKKI WILBANKS

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**EXPERIENCE** Interim Marketing Manager May 2017 - Present  
LakePoint Sporting Community

- create mockups, rate cards and informational decks for potential sponsors/investors and ensure asset fulfillment for current sponsors/investors
- ensure brand consistency for all internal and external marketing materials
- represent marketing team in meetings and host VIP areas during special events
- work directly with CEO to create quarterly investor newsletters
- oversee yearly marketing budget

Communications Coordinator January 2016 - Present  
LakePoint Sporting Community

- design print materials, including brochures, newspapers and magazines ads, fliers, and tournament programs; and graphics for digital channels, including company website, digital park signage, and social media
- create and distribute monthly e-newsletters for 'Insiders' and weekly informational emails for all visitors
- photograph events and create video recaps
- continuously engage with social media channels; generate quarterly reports for each channel
- write and distribute press releases to relevant media; update media list regularly
- maintain accurate and up-to-date company website
- assist with planning, set-up and promotion of special events
- manage content on all digital park signage

**EDUCATION** B.A., Journalism, Dec. 2015  
Georgia State University  
Concentration: Public Relations  
Minor: Marketing

**SKILLS** Adobe Creative Suite: Photoshop, InDesign, Illustrator, Premiere Pro, Lightroom  
Microsoft Office: Word, Powerpoint, Excel  
Digital Communication: Social Media, E-mail Marketing, Website Maintenance  
Print Communication: Brochures, Fliers, Signage, Advertisements  
Sponsorship: Product/Brand Mockups, Presentation Design

[www.nikkiwilbanks.com](http://www.nikkiwilbanks.com)