

Katrina Nickel

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<http://ThatAndThenSome.com>

PROFESSIONAL EXPERIENCE

Sr. Account Supervisor

Spider Marketing Solutions Inc., Toronto, 2013 – Present

Clients: Bayer Inc., Parmalat Canada, Lantic Inc.

Lead several major campaigns on key accounts stated above. The campaigns executed comprised of contest websites, digital advertising, consumer promotions, fulfillment, social media management, POS, E-newsletters and Microsites.

- Collaborated with web developers, UX designers and clients in building a multi-page contest website
- Executed over 30 projects with the same deadline
- Increased sales in participating Aleve brands by 11% at program specific retailers (i.e. Rexall, Shoppers Drugmart, Walmart)
- Outperformed 2014 sales growth by 35% for Parmalat's 2015 promotion
- Analyzed and evaluated Google Analytics results for all projects
- Developed Scope of Works and Forecasting documents
- Contributed to pitching briefs to new clients

Account Supervisor

MacLaren McCann, Toronto, 2011 – 2013

Clients: GM Canada, GM Canada – Goodwrench Parts & Service

Managed 3 team members, and provided mentorship. Worked directly with the VP Group Account Director and provided Goodwrench client with strategic marketing guidance during the brand planning and launch of programs.

- Oversaw the execution of all digital video campaigns for both Goodwrench and Optimum websites within budget
- Partnered with social planners to develop Facebook social strategy for Goodwrench 2012 planning
- Headed the development of 5 Goodwrench videos that were featured in the Goodwrench YouTube channel
- Reference: <https://www.youtube.com/watch?v=3fobyvyX4zY>
- Partnered with social planners to develop Facebook social strategy for Goodwrench 2012 planning
- Conducted performance reviews
- Developed BCR's
- Co-authored communication briefs

SKILLS

CSS3 + HTML5

JavaScript and jQuery

React (moderate)

Responsive Design

SASS/SCSS

Wordpress

HIGHLIGHTS

Increased sales in the Aleve Bayer business by **11%**

Headed a promotion for Parmalat business that lead to an increase in **35% sales**

Financially responsible for managing budgets ranging from **\$50K to over \$1M**

Supervised 3 direct reports

Personally asked by clients to continue to **lead new campaigns**

INTERESTS + VOLUNTEER

Co-Founder & Vice President of a non-for-profit organization: RESET Canada

Built RESET Canada website using Wordpress with customized CSS3 + HTML5

Triathlons, Volleyball, Camping and Travelling

EDUCATION

Completed the Fundamentals and Advanced Courses in **Web Development** and **JavaScript** from January 2019 to June 2019 at HackerYou College of Technology

Completed a course on **Energy Innovation and Emerging Technologies**

Bachelor of Arts, Double Major in Psychology and Communication
Saint Mary's College of California, USA

Account Manager

Young and Rubicam, Toronto, 2010 – 2011

Clients: Ford Canada, Ford Canada - Lincoln

Managed 3 team members, and provided mentorship. Worked directly with the VP Group Account Director and provided Goodwrench client with strategic marketing guidance during the brand planning and launch of programs.

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Account Executive

BBDO, Toronto, 2007 – 2010

Clients: RBC Canada

Effectively developed strategy, and implemented the production and launch of traditional and non-traditional media for six RBC portfolios: Investments, Direct Investment, Asset Management, Phillips Hager & North, Mortgages, and Indirect Lending.

- Executed 2 major campaigns with over \$2M budgets for the fall and winter
- Managed to completion, 4 campaigns under tight timelines
- Worked on digital (incl. rich media), TV, Print, and OOH campaigns