

Katrina Nickel

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PROFESSIONAL EXPERIENCE

Sr. Account Supervisor

Spider Marketing Solutions Inc., Toronto, 2013 – May 2020

Clients: Andrew Peller, Barilla, Bayer Inc., Kruger, Lantic, McCormick, Parmalat and Red Prince

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 multi-page brand and contest websites
- Managed and executed multi-faceted program 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 24%, for Parmalat's 2015 promotion
- Analyzed and evaluated Google Analytics results for all projects
- Developed Briefs, Marketing Plans, Scope of Works, critical paths and Budget Forecasting documents

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 (beginner) 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 a **YOY increase in 24% sales**

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

VOLUNTEER

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

EDUCATION / CERTIFICATIONS

Professional Certification on Google Ads Display from **Google**

Professional Certification on Google Analytics from **Google**

Professional Certification on Google Analytics 360 from **Google**

Professional Certification on Fundamentals of Digital Marketing from **Google**

Professional Certification on Business Strategy: Competitive Advantage course from **Wharton Business School**

Completed a Web Development course at **Juno College of Technology**

Professional Certification on Energy Innovation and Emerging Technologies from **Stanford University**

Account Manager

Young and Rubicam, Toronto, 2010 – 2011

Clients: Ford Canada, Ford Canada - Lincoln

Reported to the Account Director on Ford (Parts and Service) and Lincoln Accounts, and had 2 direct reports.

- Oversaw the execution of a Lincoln :30s TV spot that spanned across 4 regions as well as a full media campaign (Digital, POS and Print). The Digital component included updating Lincoln.com
- Executed all TV, Digital and Print campaigns

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