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## Objective

Career in marketing account services

## Education

Missouri State University, May 2011  
College of Business AACSB accredited  
Major in Marketing Emphasis in Advertising and Promotions  
Minored in Design

## Experience

Account Coordinator October 2012 - Present  
Salva O'Renck; Kansas City, MO

- Serve as client's first point of contact in managing and executing projects
- Assist Account Director in coordinating and producing special projects for clients
- Maintain weekly status reports with product team
- Participate in the preparation of materials for promotional planning or new business presentations as needed
- Work in conjunction with creative and traffic to develop job estimates and timelines

Account Services Intern July 2011 - May 2012  
The Marlin Company; Springfield, MO

- Assisted with various research projects
- Routed projects internally
- Populated & distributed insertion orders
- Updated schedules and media calendars
- Worked with clients such as Starbucks, Bush Borthers Beans, Blue Bunny, Unilever, Splenda, and Sweet Street Desserts

Taco Bell Campus Marketing Representative August 2010 - May 2011  
Williams/Crawford Marketing; Fort Smith, AR

- Acted as liaison to 15,000+ students
- Coordinated sponsorships for organizations and campus-wide events
- Set in motion numerous promotional deals, games, contests, and campaigns
- Developed, maintained, and utilized Facebook, Twitter, and Foursquare pages for promotional efforts

Marketing Intern May 2010 - August 2010  
Breakthrough Marketing=Design+Technology; Kansas City, MO

- Coordinated models, prepared inventory, and assisted in multiple photo shoots
- Assisted with search engine optimization and Google AdWords campaigns
- Designed and populated template websites using NetworkSolutions.com and GoDaddy.com
- Proofread and edited two 80+ page catalogues

VP of Publicity July 2009 - May 2010  
Student Activities Council of Missouri State; Springfield, MO

- Oversaw a 6 person executive board in charge of student programming and a \$262,000 budget
- Utilized an \$11,000 budget for planning events and SAC publicity
- Created innovative advertising schemes and promotions utilizing grass roots and guerilla marketing techniques
- Directed a 15 person committee to create, implement, and distribute publicity

continued

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### Technical Proficiencies:

- Microsoft Office Suite
- Adobe Creative Suite
- Google Business Applications – GMail, Calendar, Drive, Docs, Sheets, and Slides
- Social Media Management and Measurement Tools – Hootsuite and TweetDeck
- Project Management Tools – Basecamp, Trello, Asana, ToDoist, Evernote, and Dropbox

### Core Competencies:

- Account management
- Project management
- Oral and written communication
- Relationship management
- Planning, organization, and follow through
- Social media
- Content marketing
- Process improvement
- Multi-tasking
- Attention to detail
- Problem solving
- Herding cats

### Channel Experience:

- Digital
- Broadcast
- Radio
- Print
- Outdoor
- Direct Mail
- POP
- SEM
- SEO

### Client Experience:

- Starbucks
- Bush Borthers Beans
- Blue Bunny
- Unilever
- Splenda
- Sweet Street Desserts
- Applebee's
- H&R Block
- Ameriprise Financial
- Central Bancompany
- Missouri Employers Mutual
- Lockton Companies
- Protective Life Insurance
- DST