



phone 816.547.7758
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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