

NICOLE GORMLEY

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EDUCATION

Temple University
B.A. Strategic
Communication,
December 2017

Relevant Coursework:
Public Relations
Management & Problems •
Personal Branding • Social
Media Marketing •
Advanced Public
Relations Writing

GPA: 3.53

SKILLS

- Microsoft Office
- Google Drive
- Google Ad Words
- Hootsuite
- Facebook
- Twitter
- Instagram

EXPERIENCE

COMMUNICATIONS DIRECTOR • VITRIS • APRIL 2016 – PRESENT

- Aided in raising \$80,000 in capital
- Put together a business pitch to present at Temple University's Be Your Own Boss Bowl, where we won first place in our division, receiving a \$20,000 award
- Created the social media channels for the company (Facebook and Twitter)
- Managed the social media accounts and create engaging content for our followers
- Created a strategic public relations plan that consisted of a timeline of events, media lists, and press releases

PUBLIC RELATIONS SPECIALIST • BRESLOW PARTNERS • MAY 2016 – AUGUST 2017

- Managed Genji Sushi Bars social media accounts, one of the largest Japanese cuisine and sushi providers in the world
- Managed Hai Street Kitchen's social media accounts, increasing their followers by 2,000 follows
- Managed Phillips Seafood Restaurants account, which has restaurants in three cities
- Promoted and planned events for clients
- Wrote and sent out press releases, invites, and media alerts
- Constantly communicated with the media and clients to ensure a mutually beneficial relationship

WEDDING COORDINATOR • WARRINGTON COUNTRY CLUB • MARCH 2017 – PRESENT

- Met with bride and groom prior to the wedding to discuss ceremony and reception details
- Organized event spaces the day of the wedding
- Coordinated and managed wait staff and kitchen staff to ensure proper event flow so that guests have the best possible experience

SUPPORT STAFF • SHARED SUPPORT • JULY 2013 – PRESENT

- Supported people with cognitive and developmental disabilities
- Taught new skills and developed supports for each individual to reach towards their desired lifestyle

MARKETING INTERN • IN HOUSE MARKETING • MAY 2015 – AUGUST 2015

- Created attention grabbing posts to be posted to clients' social media pages
- Used Hootsuite to publish client's social media posts
- Used WordPress to post on clients' websites