

Nicole Bassett Goodkind

MARKETING PROFESSIONAL

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1. SUMMARY

I'm an analytical yet creative thinker, a big picture strategist and a do-er. I'm confident, friendly and driven. I'm focused, loyal and addicted to perfection. I'm a project management powerhouse and creative force.

2. TECHNICAL SKILLS

MICROSOFT OFFICE	
GOOGLE DRIVE	
CRM ADMINISTRATION	
HTML	
SOCIAL MEDIA	
WEBSITE MANAGEMENT	

6. PERSONAL SKILLS

SELF STARTER
MULTITASKER
MOTIVATOR
ADAPTABLE AND FLEXIBLE
TIMELY AND DEPENDABLE
ATTENTIVE AND PATIENT

3. PROFESSIONAL SKILLS

CONTENT MARKETING
COMMUNICATION
EMAIL MARKETING
PUBLIC SPEAKING
NATURALLY CREATIVE
LEAD GENERATION/TRAFFIC ACQUISITION
TESTING AND OPTIMIZATION
DASHBOARDS AND REPORTING
SOCIAL MEDIA MARKETING

4. EDUCATION

Loyola Marymount University

BACHELOR OF ARTS, MAJOR IN EDUCATION
1999-2003

5. QUALIFICATIONS

- Google Adwords Certification
- Google Analytics Certification
- Google Adsense Certification
- Google Doubleclick for Publishers Certification

7. EXPERIENCE

Digital Solutions Manager

THE BULLETIN/WESTERN COMMUNICATIONS | 2015-2017

- Built a roadmap for digital and creative on-site and off-site strategies to help maintain competitive advantages.
- Created digital programs; Google AdWords, Audience Extension/Programmatic, Direct Email.
- Developed, launched, and currently managing creative advertising campaigns.
- Created and substantially grew online revenue strategy.
- Developed KPI's for current and future subscriber base.
- Project manager key marketing initiatives for senior management.
- Initiated and currently managing email marketing campaigns.
- Lead digital designer for digital media and advertising
- Manage timelines and delivery for content calendar.
- Contributor and Editor for Bendbulletin.com and associated publications.
- Primary contact for digital advertising agencies and manages the relationship with agencies.
- Monitor social trends and platforms, and evaluate emerging technologies.

Development Strategist

NATIONAL PUBLIC RADIO/NPR | 2014-2015

- Manage fundraising and events communications with NPR's donors, \$1 million annual gift and above
- Email marketing campaigns - planning, targeting and segmentation, copy writing, set up, testing, execution, reporting and optimization
- Coordination of annual gift renewals, follow up visits, staff communications, and resource planning to meet achieve stewardship goals
- Schedule, coordinate and execute high profile special events, including reservations, catering, staffing, and technology support.
- Key stakeholder in the planning process for donor and volunteer education and support
- Serve as a liaison between local stations in the Western Region.
- Project support for the development team overall, with specific focus on emerging news and media, special events, and development.
- Works closely with the Area Commander and key personnel to develop and implement annual fundraising goals.
- Speaking engagements and event attendance on behalf of NPR at various professional organizations and association meetings

Manager of Recruitment/CRM Operations

PEPPERDINE UNIVERSITY | 2011-2014

- Interview and screen prospective students,
- Manage pipeline development for all constituents. Oversee web content creation and updates on Recruitment/Admissions and program websites.
- Responsible for department website SEO, KPI analysis, and optimizations
- Social media content publisher for department using native platforms & third party vendors.
- Manage and maintain response reporting and ongoing communications calendar.
- Perform all recruitment duties listed in Recruitment position.

Manager of Recruitment/CRM Operations Cont.

- CRM departmental lead for setup architecture, implementation, migration, analysis and testing.
- Oversee development, design, implementation, analysis and management of all CRM-related communications.
- Create and modify custom views, reports and dashboards in CRM for the department and staff. All duties listed below.

Recruiter

PEPPERDINE UNIVERSITY | 2009-2011

- Facilitate and develop internal and external relationships/partnerships, create and implement new recruitment strategies and strategic marketing devices to assist in continued department growth.
- Represent University on- and off-campus to prospective students, industry & career leaders.
- Lead launch and development of Live Chat initiative/module.
- Recruit and counsel prospective masters and/or doctoral degree seeking candidates.
- Proctor pre-admissions tests, GRE and MAT. Plan, promote and execute on-campus and off-campus recruitment programs such as graduate fairs, conferences, and additional business sites, for served territories (extensive US travel, some international).
- Conduct prospective student interviews/consultations, field all related emails and phone inquiries, and maintain prospect data in prospect management system.
- Execute back-end development/structure for marketing, recruitment and admissions reports;
- Coordinate department calendar for over 75 annual events, manage admissions website, including web content and updates. Prepare articulation agreements.
- Conduct & manage recruitment presentations to recruit high calibre and qualified prospects.

8 . P E R S O N A L S K I L L S

THE BULLETIN EVENTS CHAIRWOMAN

PEPPERDINE UNIVERSITY STAFF ADVISORY COMMITTEE

PEPPERDINE UNIVERSITY GOVERNANCE AND COMPLIANCE

PEPPERDINE UNIVERSITY CRM COUNSEL