

NICOLE ICEN

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Marietta, GA



Marketing/Management double Major, MBA

EDUCATION

Mercer University - Marketing and Management Double Major

- Excelled in upper-level marketing and management classes
- Analyzed markets and complied suggestions for small businesses in Macon, Georgia

University of Missouri - Marketing Analytics MBA

- **Completed Marketing Analytics Certificate**
- Programs used: SQL, Python, SAS, R Studio, Tableau, Microsoft Office
- Complied detailed analyses to better understand consumer behavior
- Created a website using Html and CSS

ORGANIZATIONS

University of Missouri (2023-2024)

- Women's Soccer Team - Division 1 Athlete
- Volunteering - Alpha Hart Lewis Elementary

Mercer University (2019-2023)

- Women's Soccer - Division 1 Athlete
- Team captain

AWARDS

- SoCon Player of the Year 2019
- SoCon 2nd Team all Conference 2023
- Mercer University Dean's List 2021-2023
- Hope Scholarship recipient 2019-2023
- Soccer Scholarship recipient: 2019-2024

PROFESSIONAL EXPERIENCE

Digital Marketing Intern | Press Sports | November 2022- June 2023

- Grew Snapchat spotlight views to over 2 million.
- Championed brand awareness at Big South Volleyball tournament.
- Sourced original content and brainstormed new ideas.
- Measured KPIs: views, screenshots, view time.

Intern | Atlanta Open | Summer 2022

- Solved incoming issues during the tournament.
- Ensured guests had a seamless experience.
- Expanded corporate networks strategically.
- Coordinated and executed complex event logistics.

Digital Marketing Intern | 90 Plus Training

- Spearheaded an engagement campaign during the 2022 Men's World Cup.
- Created interactive Instagram stories for Trivia Tuesdays.
- Interacted with users via Direct Messages.
- Utilized Canva to create posts for 18,300+ followers.

Intern | Norfolk Southern | Summer 2022

- Solved customer issues by mastering company systems.
- Analyzed data to improve train car movement.
- Collaborated with managers and specialists on new systems.
- Participated in a project to address train schedule delays.
- Complied *Internship Guide* for future interns within the department