



# NIKKI R. HARPER

MARKETING • EVENTS • COMMUNICATIONS • GRAPHIC DESIGN

## EDUCATION

*BA in Business Administration*  
Major: Marketing  
Minor: Communication  
Washington State University  
December 2010

*MA in Mass Communication*  
Web Design & Online  
Communication  
University of Florida (online)  
August 2019 - Present

## SKILLS

### Adobe Creative Suite

- InDesign
- Illustrator
- Photoshop
- Acrobat DC

### Microsoft Office

- Word
- Excel
- Outlook
- PowerPoint

### Social Media

- Facebook
- Instagram

## TRAINING

*Leadership Summit*  
Colorado Mountain College  
Breckenridge, Colorado  
May 2018

## CONTACT

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Dillon, Colorado 80435  
970.333.0887  
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## EXPERIENCE

### TOWN OF FRISCO • FRISCO, COLORADO

#### *Marketing & Communications Manager*

January 2019 - present

Developed and executed strategic marketing plans for the Town of Frisco, its events and assets - Frisco Adventure Park, Frisco Bay Marina, Frisco Historic Park & Museum and Frisco Nordic Center

- Created, audited and updated web content and graphics on TownofFrisco.com and FriscoGov.com
- Strategized and planned website remodels and relaunches with Marketing Director and web development agency
- Managed photography and videography projects

#### *Marketing & Communications Coordinator*

January 2015 - December 2018

Provided marketing and administrative support for the Town of Frisco, its events and assets

- Utilized graphic design skills and Adobe Creative Suite to produce and manipulate marketing collateral including digital graphics and ads, print ads, posters, brochures and signs/banners
- Managed ad schedule and work flow - created artwork and met over 100 ad deadlines annually
- Assisted with writing, editing and distributing press releases and email newsletters using CreateSend

#### *Marketing & Events Coordinator*

January 2012 - December 2014

Planned, promoted and executed Town of Frisco events

- Hired, trained and provided leadership for 20-25 event staff members and one event lead annually
- Managed special event permit process including coordinating monthly meeting, recording meeting minutes and communicating with affected Town departments and outside regulatory agencies

### FIRSTBANK • SILVERTHORNE, COLORADO

#### *Bank Teller*

May 2011 - December 2011

### COPPER MOUNTAIN RESORT • COPPER MOUNTAIN, COLORADO

#### *Lift Operator & Ticket Checker*

January 2011 - April 2011