



NIA REDDIX

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SKILLS

BRAND MANAGEMENT
PROJECT COORDINATION
WEB DEVELOPMENT

EXCEL
HTML
CSS
BOOTSTRAP
JAVASCRIPT
JQUERY
SQL

EXPERIENCE

ACCOUNT EXECUTIVE

PHASE 3 MARKETING & COMMUNICATIONS | JULY 2017 - PRESENT

- Developed and maintained strong account relationships and grew our existing Floor & Decor account by organizing bi-weekly meetings and prioritizing multiple projects for their brand initiatives.
- Created a cost savings initiative for Floor & Decor resulting in \$964,074.80 in sales year to date while saving the client 30% of their yearly budget.
- Partnered with the Visual Merchandisers, Marketing & Creative team at Floor & Décor to consult pricing, material type, and instillation suggestions for their marketing campaigns that are represented in all stores across the country.

SOCIAL MEDIA COORDINATOR

THE B LOFT | FEB 2015 - JULY 2017

- increased revenue up to 15% while maintaining a monthly profit of \$30,000 by developing social and digital marketing plans to build brand awareness and attract prospects.
- Produced a site survey for Thebloft.com to measure customer experience.
- Used data analytics to track and report costs, sales, and other various event statistics for each event at The B Loft.

GLOBAL MARKETING INTERN, DIGITAL AND SOCIAL MEDIA

NOKIA | JUNE 2014 - AUGUST 2014

- increased Nokia's global social media presence on Twitter, Facebook and LinkedIn channels by developing concept creation and sourcing.
- Created and launched Nokia's first marketing campaign on Pinterest which increased following by 35%.
- Managed the editorial for "Nokia Connect" brand innovations blog.

CAMPUS DIGITAL MARKETING INTERN

RENT THE RUNWAY | AUGUST 2013 - MAY 2014

- Managed and drafted editorial content calendars for social media campaigns.
- Executed 20 sponsored events for over 750 students promoting Rent The Runway, driving traffic and sales to online stores.
- Reported program results bi-annually and completed bi-weekly product knowledge surveys.

EDUCATION

BACHELOR OF ARTS, MAJOR IN ECONOMICS

SPELMAN COLLEGE | AUG 2010 - MAY 2014

CODING BOOT CAMP

GEORGIA INSTITUTE OF TECHNOLOGY | FEB 2019 - PRESENT