

Nicole

H R I C I K

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Nicole Hricik

EDUCATION

Master of Science in Integrated Marketing Communications
WEST VIRGINIA UNIVERSITY | 2019
GPA: 3.98/4.0

Bachelor of Science in Telecommunication (Film Production)
UNIVERSITY OF FLORIDA | 2012
GPA: 3.54/4.0

HONORS & AWARDS

2021

- Results 4 America - Sharman Stein Award for Storytelling Changemakers
- Finalist for Customer Service STAR Award - City of Port St. Lucie

2020

- Crosstown Grand Opening - FPRA Golden Image Award - Special Event

2019

- Silver Addy Awards - Web Series - What We Do
- FPRA Golden Judges Award - Annual Report

2018

- Golden Palm Team Award - Palm Beach County

2017

- Golden Palm Team Award - Palm Beach County

2016

- Excellence in Marketing & Public Relations - Florida Library Association

PROFILE

Integrated Marketing Communications professional with years of experience in producing creative content for print, video, and social media, as well as managing the production of creative projects with graphic designers, photographers, and copywriters. A strategic and creative problem solver, Nicole is always looking to innovate and improve upon procedures, policies, and marketing strategies to deliver high-quality content that executes creative vision and speaks to the brand's voice.

PROFESSIONAL EXPERIENCE

Communications Specialist

UNION COUNTY NC

SEPT. 2021 - Present
MONROE, NC

- Develops marketing and communications strategies for assigned departments that solve their needs while being in congruency with the overall County's communication strategies and protocols.
- Collaborates with members of the Public Communications team to efficiently and effectively produce materials to accomplish our strategies.
- Drafts, reviews and edits content for a variety of platforms, including email, website, social media, newsletters, presentations, and other communication channels.
- Schedules and coordinates the production of a variety of publications, slide shows, videos, exhibits, and similar materials; reviews and approves work at various stages of production.
- Collaborates with the Brand Manager to ensure all communication assets on all platforms are consistent with our brand.
- Prepares and gives presentations to a variety of audiences on critical issues, events and special programs.
- Plans, coordinates and participates in tours, conferences, public hearings and meetings, exhibits, and other community-oriented events.

Marketing Supervisor & Communications Liaison

CITY OF PORT ST. LUCIE
FL

SEPT. 2019 - SEPT. 2021
PORT ST. LUCIE,

- Lead point of contact for 12 departments including Parks & Recreation, Public Works, and the project lead for various City projects, events and campaigns.
- Manage concurrent, complex projects and develop creative strategies for communication and marketing with the help of a creative team.
- Anticipate and balance the needs of the organization based on the City's Strategic Plan to develop effective communication collateral.
- Interact with departments and provide advice that reflects an understanding of their business and leadership style.
- Supervise and oversee the Web Content & Graphics Specialist and the Digital Content & Graphics Coordinator.

Communications Liaison

CITY OF PORT ST. LUCIE

SEPT. 2018 - SEPT. 2019
PORT ST. LUCIE, FL

- Responsible for department metrics; analyze digital data and compile relevant metrics to show the effectiveness of departmental communications.
- Liaise with different department leaders to relay project assignment and information with the creative team to develop effective communication collateral in an omnichannel approach.
- Ensured that requested projects were achievable and met the scope of work and that deliverables were met on time.
- Write and submit over 45 award entries for the Communications Department, winning 37 awards in 2019.

PROFESSIONAL EXPERIENCE

Public Relations Specialist MAY 2014 – SEPT. 2018

PALM BEACH COUNTY LIBRARY SYSTEM WEST PALM BEACH, FL

- Designed and updated the monthly and quarterly fliers, posters, brochures, display signs and staff newsletters for the 17 branch locations, thus created over 100 different publicity pieces each month in a week's time.
- Streamlined the publicity delivery chain work flow by 25% by improving proofing, and printing processes. Publicity now arrives one week earlier than previously promised.
- Developed multiple campaigns that have increased engagement and traffic to these accounts.
- Produced several videos for the library's internal needs, as well as produced and edited content for PBC TV Channel 20's show "Beyond the Book."
- Awarded the Excellence in Marketing and Public Relations for producing, directing, writing and editing a video for The Read Down Your Fines program. The goal of the campaign was to increase summer participation by 10 percent. The in-house marketing effort found success as the goal was exceeded with increased participation of 54% in this unique campaign.
- Wrote and distributed press releases and articles to the media for publication. As well as distribute the monthly calendar of events.
- Maintained various social media accounts like Facebook, Twitter, Google +, Instagram and YouTube.

Digital Media Manager

MAY 2013 – MAY 2014

MAVERICK ENTERTAINMENT GROUP

DEERFIELD BEACH, FL

- Created effective YouTube programming strategies resulting in an increase of 126% of subscribers and increased our monthly revenue by nearly 300% monthly.
- Developed and launched a social media campaign to grow the brand's Facebook page and gained more than 1,000 likes in three days.
- Directed and produced an interview for Vutopia's exclusive premiere of The Trouble with the Truth, starring John Shea and Leah Thompson.
- Generated more activity and reach on Maverick's Facebook account with a Free Movie on Friday's campaign.
- Managed and trained peers in the operations of the Digital Media Department.

Senior Digital Media Specialist

MAY 2013 – MAY 2014

MAVERICK ENTERTAINMENT GROUP

DEERFIELD BEACH, FL

- Created and produced promotional videos and trailers to promote and brand Maverick Entertainment and their films through social media, especially YouTube.
- Introduced a more organized programming strategy and implemented quality control guidelines.
- Transcoded and encoded video files to match necessary specs for delivery, via Aspera and Cyberduck, to our VOD accounts, labs, cable companies, and network channels.
- Authored commercial single and dual layer DVDs using DVD Studio Pro.

Administrative Coordinator

MAY 2012 – MAY 2013

MAVERICK ENTERTAINMENT GROUP

DEERFIELD BEACH, FL

- Wrote summaries, pitches, and proofed marketing materials like the DVD wraps, disc art, and email campaigns.
- Closed-captioned the films using MacCaptioner and AnnotationEdit.
- Maintained logs, reports, and databases for the submissions, contracts, and shipments of the films.

SKILLS

Mac Operating System
Window Operating System
Adobe Creative Suite
Microsoft 365 Office Suite
Final Cut Pro X
Quality Assurance
Quality Control
Detail-Oriented
Analytical & Research Skills
Digital Media
Social Media
Film Production
Graphic Design
Photography
Non-linear Editing
Content Creation
Presentation Skills
Copywriting
Creative Writing
AP Style
Proofreading
Integrated Marketing
Project Management
Strategic Thinking
Problem Solving
Leadership/Management
Lean Principles
Negotiation Skills

Languages

- English
- Spanish

ORGANIZATIONS

American Advertising Federation

AUG. 2019-SEPT. 2021

Florida Public Relations Association

Member, 3 years

Secretary, Board Member

SEPT. 2019 - OCT. 2020

Communications, Board Member

SEPT. 2020 - SEPT. 2021

Keep Port St. Lucie Beautiful

Committee Member

OCT. 2018 - SEPT. 2021