

NICOLE NEMEROVSKI

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EDUCATION

WASHINGTON UNIVERSITY IN ST. LOUIS *St. Louis, Missouri*

Candidate for B.A. from the School of Arts and Sciences, May 2013
Major in English Literature; Minor in Marketing.

FRANCIS W. PARKER HIGH SCHOOL *Chicago, Illinois — Graduated 2009*

EXPERIENCE

DIGITAS *Chicago, Illinois*

June 2012 - August 2012

Marketing Intern: Moderated the Facebook wall, wrote posts and developed the content calendar for multiple MillerCoors brands, including Miller Lite, Miller Genuine Draft, Miller64, and associated promotions, leveraging geotargeting and video content; ensured all content complied with MillerCoors guidelines and various brand voices. Compiled, organized, and computed Facebook metrics for Miller High Life and Keystone Light pages in order to gauge the success of posts and provide recommendations to the client regarding future posting. Researched and produced a weekly newsletter to keep MillerCoors clients up-to-date on current technology and marketing trends. Assisted in the creation of a new Miller Lite Latino Facebook application, *Miller Time a la Parilla*. Served as the Marketing lead for the winning intern team tasked with the construction of an integrated marketing campaign for the Chicago Park District, including making recommendations for developing a successful social media presence, calling upon the Chicago environment in guerilla marketing tactics, leveraging relevant media opportunities, and determining metrics to measure future success.

MMPI (MERCHANDISE MART PROPERTIES, INC.) *Chicago, Illinois*

May 2011 - August 2011

LuxeHome Marketing Intern: Assisted with the production of a new advertising campaign by organizing past photography from LuxeHome showroom collections, creating a database of pieces and contacting showroom managers to discuss specifics and updating advertising priorities. Drafted storyboards of potential print and online advertisements using updated photography and acted as liaison between showroom managers and Senior Manager of Marketing. Attended and assisted at product photo shoots and online marketing meetings to discuss SEO and SEM. Updated and maintained list of top architects, designers and real estate brokers for future marketing campaigns. Helped recruit restaurants to a culinary and wine event by calling, emailing, and meeting with restaurant owners and chefs.

STUDENT LIFE NEWSPAPER *St. Louis, Missouri*

August 2010 - May 2011

Marketing Consultant: Compose e-mails, make and return calls and assemble media kits in order to sell advertisement space in the campus newspaper. Inform current, past and potential customers of upcoming specials, mail and fax insertion orders to reserve space and continually research events, restaurants and opportunities for possible clients. Attend sales meetings, maintain an organized client list and run weekly sales reports.

PRUDENTIAL RUBLOFF *Chicago, Illinois*

May 2010 - August 2010

Communications Intern: Created and distributed flyers, sales pamphlets, brochures and advertisements. Set up appointments, assisted at open houses and researched new marketing strategies including interactive email flyers, USB mailings, personalized letters to past and current clientele and additional ways to enhance open house attendance and future sales. Responded to online advertising inquiries and communicated property details to potential purchasers.

COMMUNITY INVOLVEMENT

CENTER FOR THE HUMANITIES, WASHINGTON UNIVERSITY

August 2011 - Present

Program Assistant: Design and produce marketing materials including posters and flyers for Washington University's Center for the Humanities. Maintain social media campaigns including Facebook page. Assist with website updating and maintenance. Reformat layout of online version of monthly newsletter. Attend and assist at events hosted by the Center. Aid in the renovation of the Center's website through research and editing as well as any other side projects as needed.

RELAY FOR LIFE, AMERICAN CANCER SOCIETY FUNDRAISER

September 2009 - Present

Appointed to the Public Relations Subcommittee of the Relay for Life 2011 and 2012's Steering Committees: Create power-points, social media advertisements, pamphlets and flyers for event and promotional initiatives including Kickoff Week and Why I Relay Week. Participate in a minimum of three meetings per week and work closely with other subcommittees and campus groups. Recruit fellow undergraduate students, graduate students, faculty members, staff, and St. Louis community members to attend and support the event through maintenance of Facebook and Twitter pages, print marketing campaigns, event planning and production. Raised over \$250,000 for the American Cancer Society and welcomed over 1,800 participants in both of our 2011 and 2012 events.

TAU MU CHAPTER OF CHI OMEGA FRATERNITY

January 2010 - Present

Active Member: Attend weekly chapter meetings, engage in community service activities for the Make- A-Wish Foundation including the production of the Chi-O Classic, a philanthropy volleyball tournament. Member of the Scholarship subcommittee: discuss ways to enhance and celebrate chapter's focus on scholarship and plan educational events. Appointed to the Sisterhood Support Team: contribute to the planning and coordination of events for new members and assist with the planning and set up of all-chapter events.

SKILLS

Proficient in both Microsoft Office and Apple iWork Suite as well as Adobe, specifically inDesign and Adobe Illustrator. Communication, writing and editing skills, detail oriented, conscientious and extremely organized. Works well independently or in a group setting, responsible, very motivated and brings a positive attitude. References available upon request.