

Nicole Goodman

Nicolemariegoodman@gmail.com

(713) 417-2433

2501 Porter St NW #602, Washington DC

Portfolio: www.nicolemariegoodman.com

Nonprofit Marketing Manager with experience advocating for the environment and the arts and a proven track record of increasing revenue, building new audiences, strengthening engagement with current customers, and creating impactful and persuasive marketing campaigns.

Related Experience

Americans for the Arts, Marketing & Sales Manager

January 2019 – present

- Lead marketing for outreach programs and events. Develop creative and strategy, manage budget and media placements, coordinate partnerships to generate \$400,000 in earned revenue per event.
- Supervise the Customer Insights and Analytics Coordinator, managing the creation of customer personas and journeys to find new audience opportunities from data.
- Transition organization from batch-and-blast emails to automated campaigns based on customer behavior. 17% increase in open rates and 4000% ROI with new ability to directly track sales from emails.
- Manage the Americans for the Arts Bookstore, maintaining the budget, purchasing new titles, shepherding the promotion of in-house and external books.
- Generate \$100,000 in exhibiting and advertising sales annually by developing new product offerings and building customer relationships.
- Work with events team to manage fulfillment of vendor benefits and create new advertising opportunities.

Americans for the Arts, Marketing Coordinator

2016 – 2018

- Manage messaging and targeting strategies for national events, including promotions by email, digital advertising, direct mail, website, photography, videos and onsite signage.
- Lead marketing committees in cities across the country. Convene meetings to brainstorm branding and outreach to attract attendees to new cities and boost regional participation.
- Design and disseminate media kits, prospectuses, other promotional materials to attract exhibitors and sponsors.
- Bring management of Google Display campaigns in-house, building audiences, managing placements and development of creative, generating an ROI of 1278% for digital marketing campaigns
- Manage Google Grants account, providing the organization free advertising and increasing click rate 280% with targeted messaging.
- Redesign webpages and create new content features to highlight core benefits, streamline messaging and flow, increasing web visitors by 700%
- Coordinate onsite messaging, including app notifications, signage, talking points, for events.

Education

University of Texas at Austin

Graduated May 2013

BS Advertising with Honors

BA Studio Art with High Honors

Nanyang Technological University

August - December 2011

Studied abroad in Singapore with focus on communications and web design.

Leadership and Volunteering

Kresge Foundation

June 2019

Grantee of the Facilitative Leadership for Social Change Program

DC Sierra Club

Smart Growth Committee

January 2018 – present

Member

Gentle Giants

October 2018 – present

Volunteer with rescue draft horses

LBJ Wildflower Center

June 2013 – August 2016

Gardening and Education Volunteer

Texas Parks and Wildlife, Marketing Specialist

2014 – 2016

- Manage marketing campaigns to drive brand awareness and increase ROI. Monitor budget and deliverables across all platforms. Collaborate with external agencies and sponsors.
- Develop and implement marketing strategies and plans to meet business objectives. Create campaign timelines and write briefs identifying target audiences, stakeholders, goals and tone.
- Create award-winning invasive species campaign fighting the spread of Zebra Mussel and Giant Salvinia. Coordinate with regional partners to produce radio campaign, social media videos, print materials, billboards, informational presentations.
- Raise \$680,000 in revenue and increase online sales by 18% after redesigning program's creative messaging, website, digital advertising and print collateral.
- Standardize event promotions across 93 state parks, creating toolkits, giving in person trainings and developing seasonal email campaign.
- Work with programmers to redesign webpages and e-commerce portals to improve customer experience.
- Design and analyze A/B tests to optimize content, web functionality and advertising targeting.

Texas Parks and Wildlife, Marketing Intern

2013

- Manage and create online content, including spotlights, webpages, and events calendar.
- Create ads and publications, helping organize, edit, and design content.
- Develop social media campaigns of posts and partners to promote contests, events, and promotions.
- Develop new online ordering and distribution system for publications and act as customer contact for distributing publications and maintain and monitor inventory.

Awards

Association for Conservation Information Awards

2016, 2014

First Place, One-Time Publication: Book/Report

2015, 2014

First Place, One-time Publication: Brochure

2014

First Place, Communications Campaign

Skills

CRM, Sales & Data

Management: Netforum, Square, Nucleus, Access, Excel

Email Marketing, Automation & Web:

Higher Logic, GovDelivery, Constant Contact, HTML, CSS, Google Analytics

Project Management: Slack, Basecamp

Design: Adobe Photoshop, InDesign, Lightroom

Advertising: Google Display Network, Google Adwords, Doubleclick, Revive

Administrative: PowerPoint, Word, Outlook

Personal Hobbies

Hiking, Nature Photography, Painting