

NICOLE RAWLEY

MASTER'S DEGREE : BUSINESS & TECHNOLOGY

- Award-winning marcom pro with leadership success in design, market research, strategy, and business development in legal, estate, medical and hospitality.
- Manager of corporate communications, creative teams, and multimedia groups, innovating and producing marketing campaigns that forge memorable brands.
- Expert in conceptual, technical, and creative development of successful content design that drives sales, response rates, and positive experiences to growth.

CORE COMPETENCIES

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| • Web Design & Development | Project Management |
| • Market Research and User Research | Strategic and Public Relations |
| • Multimedia Content Production | Public Speaking, Mentoring, Training |
| • Human-Centered Design Thinking | Corporate and Mass Communications |
| • Content Strategy and Web Accessibility | Media Planning |

TECHNOLOGIES

DESIGN Adobe CC: [XD, Photoshop, Illustrator]; Figma; OBS
DEVELOP HTML, CSS, JavaScript, SQL
PROJECT Google Apps, MS: [PP, Excel]; Jira, Lucid, Slack

LANGUAGES

English NATIVE
French FLUENT
Spanish CASUAL

EXPERIENCE

2000 – PRESENT INDEPENDENT CREATIVE

DIGITAL TRANSFORMATION

BUSINESS DEVELOPMENT & MARKETING MANAGEMENT CONSULTANT Build and execute strategies to improve experience, drive conversions and sales, develop brands, position products with competitive research and analysis; customer discovery, mapping, testing; lean processes, agile design thinking for go-to-market initiatives in B2B and B2C spaces.

SUCCESS METRIC A: Generated marketing proposal → drove \$150K for startup launch.

SUCCESS METRIC B: Executed direct mail campaign → achieved 20% response rates.

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2021 – 2024 CREATIVE TONIQ

INDUSTRIAL DESIGN

IT CONSULTANT & ASSISTANT PROJECT MANAGER / DESIGNER Supported on-site project management for design installation projects at earth-moving equipment dealerships in new and existing construction. Attended design briefings with owner and key stakeholders. Produced creative digital videography project for installation at airport. Proposed digital transformation solutions to develop business growth with custom design fulfillment retail.

2019 – 2021 STACK STONE & MARBLE

LUXURY CUSTOM STONE FABRICATION

DIGITAL STRATEGY DIRECTOR Execute digital strategies to align user experience with revenue goals, focused on short-term lead generation, long-term business growth. Maximize utility of data-driven business insight capital.

SUCCESS METRIC A: Produced lead generation → increased annual revenue by \$250,000.

SUCCESS METRIC B: Developed growth strategy → reached operational capacity.

SUCCESS METRIC C: Designed local SEO strategy → dominated SERPs at website launch.

2015 – 2016 14 WEST REALTY dba E&V FRANCHISES

LUXURY GLOBAL REAL ESTATE

MEDIA MARKETING MANAGER → OFFICE MANAGER Produced multi-channel [web, email, social, tv, display, print, event] marketing for two brokerage firms. Published content for global tv, website, national syndicated and local listing services. Managed compliance, recruitment, onboarding, and IT support for 35+ agents. Organized interactive workshops, continuing education courses for eligibility requirements of 5000+ licensees statewide.

SUCCESS METRIC A: Community Service award → Leadership and Volunteerism

SUCCESS METRIC B: Social Media award → Top Performer [IN 12K FRANCHISES]

EDUCATION

UNIVERSITY OF GEORGIA TERRY BUSINESS COLLEGE AND MIS DEPARTMENT PROGRAM
MBT DEGREE IN BUSINESS AND TECHNOLOGY MAJOR: INFORMATION TECH 3.9

UNIVERSITY OF SOUTH CAROLINA MARKETING AND PUBLIC RELATIONS PROGRAM
BA DEGREE IN JOURNALISM AND MASS COMMUNICATIONS MAJOR: ADVERTISING 3.2

GREENVILLE TECHNICAL COLLEGE DIGITAL AND COMMERCIAL DESIGN PROGRAM
AA DEGREE IN VISUAL ARTS DEPARTMENT MAJOR: GRAPHIC DESIGN 3.5