



# NICOLE EDMUNDS


## DIGITAL MEDIA SPECIALIST


### CONTACT

 202-491-9654

 nicpedmunds@gmail.com

 www.edmundsdesigns.com

 Washington, D.C.

 [www.linkedin.com/in/nicoleedmunds](https://www.linkedin.com/in/nicoleedmunds)

### SOFTWARE SKILLS

Adobe Lightroom

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Microsoft Word

Microsoft Excel

Microsoft PowerPoint

WordPress

Hypertext Markup Language

Cascading Style Sheet

### EDUCATION

#### **Bachelor of Arts in Design & Advertising - University of Tampa**

2022

Tampa, FL

#### **High School Diploma - Holton-Arms School**

2018

Bethesda, MD

### PROFILE

Born and raised in Washington, D.C., Nicole is a highly organized and ambitious digital media specialist able to manage multiple competing priorities and assignments. Passionate about design, visual art, and world travel, she possesses a variety of creative techniques learned through her education and experience. Nicole has developed strong advertising and social media skills beneficial in promoting brands, marketing, and artistic works. She is a dedicated and an award-winning photographer exhibiting true love for the craft, art, and science of the photography process.

### WORK EXPERIENCE

#### **Digital Media Specialist**

Bay Paws Pet Resort

Jan 2023 - present

- Responsible for conceptualizing and executing digital media campaigns and events to increase awareness of company's multiple locations and services.
- Manage all published content through social media platforms (Instagram, Facebook, TikTok, Google, etc.) and monthly newsletters including company website ensuring accuracy and effectiveness.
- Compile reports and brief company leadership showing Return On Investment of campaigns including profile reach, impressions, increase in followers and engagement, etc.
- Work with company leadership to execute content creation of educational topics and collaborate with local vendors, social media influencers, and non-profits.
- Advocate for company's social media spaces, engaging in dialogues and answering questions where appropriate.
- Completed training in Facebook Ads and Instagram Ads

#### **Digital Marketing Intern**

United Science & Analytics Corporation

Dec 2020 - Dec 2021






- Supported web design, advertising, & social media functions.
- Assist, plan, and manage creation of marketing content and advertising campaigns.
- Created and maintained the company's website and LinkedIn account.
- Designed a variety of materials including social media graphics, infographics, email templates, one-pagers, charts and graphs, GIFs, and data visualizations.

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## EXPERTISE

Photography  
Videography  
Instagram  
TikTok  
Facebook  
Meta Business Suite  
Google Business  
Canva  
Hootsuite  
Buffer  
Search Engine Optimization

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## AWARDS

**USA Regional Photography Gold Key Award**  
2018  
Scholastics Art & Writing Awards

## WORK EXPERIENCE

### Social Media Internship

PureSipity Apr 2021 - Dec 2021

- Developed social media strategies and generated creative ideas to increase brand awareness and brand growth through various social media platforms including Facebook, Instagram, TikTok, and LinkedIn
- Developed campaigns, tracking campaign performance, analyzing results, and provided input to optimize campaign performance.

### Web Administrator

Potomac Valley Thunder Sep 2015 - May 2018

- Responsible for the content and maintaining the www.PVThunderBball.com website for Potomac Valley Thunder Basketball organization.
- Utilized GoDaddy web builder and HTML language to create visually appealing graphics and text.
- Coordinated related data content to web-compatible format, including images.
- Assured information on web pages is current and accurate.

### Forensics Crime Lab Internship

Montgomery County Maryland Jul 2017 - Aug 2017  
Police Department

- Supported the Montgomery County Police Department (MCPD) Forensics Crime Lab and included both theory and practical exercises in the fields of Forensics Biology, Forensics Chemistry, Collision Reconstruction, Crime Scene Investigations, Criminal Prosecution, Electronic Crimes, Firearms Examination, Homicide Investigation and Photography.
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