NICOLE EDMUNDS

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SUMMARY

Nicole is a highly organized and ambitious program and staffing analyst 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 working in Fortune 500, state government, small business, and non-profit companies. Nicole has developed strong advertising and social media skills beneficial in promoting brands and company initiatives.

EDUCATION

University of Tampa | *Bachelor of Arts in Design; Minor in Advertising & Graphic Design | 2022*
> *Notable Coursework: Digital Photography Advanced, Graphic Design I & II, Typography I & II, Branding and Packaging, Media & Society, Web Design, Advertising Creative Direction, Digital Media*

Holton-Arms School | *High School Diploma | Bethesda, MD | 2018*

EXPERIENCE

Program Staffing Analyst | *SAIC | Chantilly, VA | Mar 2024 – Present*
Responsible for program resource management supporting Intelligence Community programs and missions. Assists and maintains program staffing information including proposal/pre-award staffing, compliance reviews for proposals, resume writing, opening job requisitions and working with program managers, recruiters, and subcontractor partners. Works with the program leadership to ensure all program positions are tracked from open to close. Collaborates and coordinates staffing decisions with program team and subcontractors. Serves as program point of contact for all personnel on-boarding and off-boarding. Promotes SAIC and program positions and events via social media.

Digital Media Manager | *Bay Paws Pet Resort | Tampa, FL | Jan 2023 – Nov 2023*
Responsible for conceptualizing and executing digital media campaigns and events to increase awareness of company's multiple locations and services. Managed all published content through social media platforms (Instagram, Facebook, TikTok, Google) and monthly newsletters including company website ensuring accuracy and effectiveness. Compiled reports and briefed company leadership showing Return On Investment of campaigns including profile reach, impressions, increase in followers. Worked with company leadership to execute content creation of educational topics and collaborate with local vendors, social media influencers, and non-profits. Completed training in Facebook Ads and Instagram Ads.

Social Media Marketing Specialist | *PureSipity | Tampa, FL | 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, Twitter, and LinkedIn. Developed campaigns, tracking campaign performance, analyzing results, and provided input to optimize campaign performance.

Digital Marketing Internship | *United Science & Analytics Corporation | Washington, DC | Dec 2020 – Dec 2021*
Supported web design, advertising, and social media functions. Assist, plan, and manage creation of marketing content and advertising campaigns. Create and maintain the company's website and LinkedIn account. Design a variety of materials including social media graphics, infographics, email templates, one-pagers, GIFs, and data visualizations.

Web Administrator Internship | *Potomac Valley Thunder | Washington, DC | 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 and assured information on web pages is current and accurate.

Forensics Crime Lab Internship | *Montgomery County MD Police Department | Gaithersburg, MD | Jul – Aug 2017*
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.

SOFTWARE APPLICATION & FRONTEND PROGRAMMING

Microsoft: Word, Excel, PowerPoint, Teams, SharePoint, Advertising | Adobe: Photoshop, Lightroom, Acrobat, InDesign, Illustrator, XD, After Effects, Dreamweaver | Canva | Sony Imaging Edge Desktop | WordPress | Hypertext Markup Language (HTML) | Cascading Style Sheets (CSS) | Google: Ads, Search Engine Optimization (SEO), Analytics