

NICOLE MCCOURT

CONTACT

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📍 Toronto, ON

ABOUT

I am best described as a confident, highly motivated, energetic brand and marketing professional with a passion for people and strategy. I've got a knack for building relationships and I thrive in fast-paced environments that demand quick thinking and informed action.

EXPERIENCE

Marketing and Communications Specialist

Loopstra Nixon LLP

April 2022 - Present

- Rebranded the firm, including social media strategy and design, website design, client-facing materials, firm merchandise, and the internal brand
- Played an integral role in developing and launching the #UndeniablyLN Campaign (print and digital)
- Coordinated logistics for events; 4 new office launches, 50th-anniversary celebrations, our Honda Indy sponsorship and the largest Canadian law firm merger in the last decade

Promoted from Marketing Coordinator In January 2023

Social Media Manager and Receptionist

Ryan Design International

September - December 2022

- Managed and conceptualized design elements and copy for over 15 corporate real estate and builder client social media accounts. Reviewed and reported social media analytics to the CMO.
- Assisted on the set of various real estate commercial video shoots
- Answered multi-line phone system, relaying accurate messages to the correct contact
- Maintained a neat and organized front desk, ordered office supplies and monitored inventory

Marketing and Content Creation Intern

Ownersbox Fantasy Sports

May - September 2021

- Acquired new brand affiliates and partners by drafting and delivering presentations
- Acted and coordinated set days as talent in company podcasts and promotional videos
- Evaluated market trends to grow the company TikTok account with organic content by 23 thousand followers in 4 months
- Authored weekly blogs pertaining to current sports and sports media news

**Additional work experiences available*

EDUCATION

Wilfrid Laurier University

B.A. (Hons) with Co-Op Designation, 2021

- Communication Studies Major with Business Management option
- Member of the Communications Students Association (Marketing Committee)

SKILLS

- Self-confidence
- Independence
- Multitasking and prioritizing
- Proactive problem-solving
- Detail Oriented
- Microsoft Office