

NIKKI MCCOURT

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SUMMARY

Strategy-first marketer with 5+ years of experience building integrated campaigns across brand, content, email, SMS, social, and digital. Known for turning big ideas into measurable growth. Equal parts creative and analytical, I have a strong track record of collaborating cross-functionally and adapting quickly to changing goals in high-pressure environments. Portfolio: www.nicolemccourt.com

SKILLS

- Website Management
- Email & SMS Marketing
- Integrated Campaign Strategy & Execution
- Digital Analytics
- Social Media Marketing
- Branding & Content Marketing
- Campaign Copywriting
- Content Creation
- Cross-Functional Project Management

EDUCATION

Wilfrid Laurier University, B.A. (Hons) 2021 - Communications with Co-Op Designation

WORK EXPERIENCE

Toronto Blue Jays, Brand and Content Marketing Specialist

September 2025 - Present

- Co-developed and executed major brand campaigns from concept to rollout, including 50 Seasons' *Where Will You Be?*, Postseason's *Want It All*, and All-Star's *Power of Friendship*, reaching 51M+ fans globally.
- Owned end-to-end email campaign execution, writing copy and briefing creative across 84.2M+ sends; increased overall CTR by 59.8% YoY.
- Managed the Blue Jays SMS program, District Drops, growing subscribers from 26K to 120K (+362%) in six months while leading campaign strategy, execution, and cross-functional rollout.
- Executed 300+ BlueJays.com updates per season, coordinating campaign launches, ticketing on-sales, seasonal promotions, and activations, contributing to a 365% YoY increase in page views.
- Served as the Marketing AI Champion, developing Microsoft Copilot workflows and AI agents to improve marketing processes and team efficiency.

Loopstra Nixon LLP, Marketing and Communications Specialist.

April 2022 - Sept 2025

- Led a full firm rebrand, including a UX-focused website, new brand assets, and brand voice development.
- Executed multi-channel campaigns that drove an 83% increase in website traffic, 500K LinkedIn impressions, and 73% follower growth over one year.
- Led a \$140K Honda Indy partnership and client event, generating 800K+ TV views, 47% web traffic growth, 912% more LinkedIn clicks, and 195% higher post reach.
- Managed website content and updates across lawyer biographies, practice groups, and thought leadership articles.
- Led the Marketing department on an interim basis, improving team workflows and efficiency while managing C-suite communication.

Ownersbox Fantasy Sports, Content Creation and Marketing Intern

April 2021 – Sept 2021

- Developed a consistent brand voice to organically grow the brand's TikTok following from 0 to 23K in under 4 months.
- Authored and published weekly and real-time blogs on trending sports and pop culture stories, driving a 35% increase in blog traffic and average session duration.

Additional experience on [LinkedIn](https://www.linkedin.com/in/nicolemccourt).