

NICHOLE WICKS

COMMUNITY ENGAGEMENT SPECIALIST

PROFILE

About Me

Living bravely and moving forward means a commitment to evolving the human experience. To that end, I believe in cultivating relationships that build foundations to strengthen individuals and communities, using powerful multi-media tools to increase these community connections to the images, stories, and testimonials that emote people's experiences, hopes, and dreams that inspires engagement about the issues impacting them.

<p>TECHNICAL SKILLS</p> <p>PUBLIC SPEAKING ██████████</p> <p>OFFICE SUITE ██████████</p> <p>MEDIA ANALYSIS ██████████</p> <p>SOCIAL MEDIA ██████████</p>	<p>EDUCATION</p> <p>BACHELOR OF ARTS</p> <p>Eastern Connecticut State University 2000</p>	<p>EXPERTISE</p> <p>Writing & Editing</p> <p>Program Management</p> <p>Communications</p> <p>Social Media</p> <p>Engagement</p>
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EXPERIENCE

PRESENT

AGENT Enterprise Holdings, Inc.

from Oct 2014

Provide customer support cultivating relationships with primarily business clientele

DEC 2012

MEDIA CONSULTANT Travel Management Assoc.

From Feb 2009

Created an online media presence for a company that provides high-end travel and entertainment services for a discerning clientele. This included implementing and managing a website, hiring and managing IT personnel, creating the written content for the website, integrating online social media instruments into the overall online strategies.

APR 2008

PRESS OFFICER Robert Greenwald's Brave New Films

From Dec 2007

As part of the multi-media team, I merged traditional with online media strategies by producing communications strategies and materials, including letters to the editor, op-eds, blog posts, and Web content, crafting press releases, creating messaging, editing online content, and utilizing social media outlets for media campaign outreach. Acted as point of contact for the Communications Department and prepared executive management for interviews; managed multi-media campaigns that boasted over a half-million petitioners; Conducted outreach to and fielded inquiries from journalists from local, regional, national, and international in order to expand BNF's outreach; Built and established

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EXPERIENCE *Continued*

- OCT 2007**

from Jul 2007
- ADMINISTRATIVE ONE Institute & Archives**
Managed all administrative and public engagement duties for staff and board members. Additionally, I provided archival support for on-site researchers or interested parties pertaining to gay history. Developed promotional content for email campaigns and newsletters to promote annual event. Served as community relations spokesperson; mobilized staff and volunteers in community relations outreach initiatives
- SEP 2006**

from Mar 2004
- MEDIA STRATEGIST Gay & Lesbian Alliance Against Defamation, (GLAAD)**
Developed and produced key communication vehicles and materials as a tool for hundreds of LGBT and allied activists and groups throughout the country. This included press releases, newsletters, op-eds or letters of opinion, developing talking points, as well as implementing crisis communications as appropriate. In addition, I also worked in collaboration with the event and fundraising divisions in developing or highly visible public relations that focused on communications outreach and media relations, i.e. the GLAAD Media Awards on Bravo which included managing celebrity red-carpet relations.. Cultivated and maintained regional, national, online and gay media contacts. Created media training workshops and delivered more than 300 trainings. Pitched and placed Op-eds in national magazines, as well as local media outlets
- JAN 2003**

from Feb 2002
- FELLOWSHIP New Voices & AED**

ACHIEVEMENTS

- SPIN Academy 2002**
An intensive media training program for annually selected social justice activists.
- Keynote Speaker for Ohio ACLU GLAAD**
- Rock-the-Vote 2004 Election GLAAD**
National represented for organization

INTERESTS



Ballroom



Travel



Comics



Writing

THANKS FOR YOUR CONSIDERATION

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