

Nicki Robbins

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Skills

Asana	Expo Services	QuickBooks
Brand Partnerships	Google Docs	Shopify
CRM	Logistics	Social Media
Dropbox	Marketing	Team Leadership
Event Planning	Project Management	Windows OS

Notable Experience

Loyola Marymount University

Senior Administrative Coordinator, Graduate Admissions

Nov 2019 - Present

Los Angeles, CA

- Managing all scheduling and correspondence of Assistant Vice Provost
- Assisting with College implementation of Slate Admissions Platform
- Coordinating all aspects of various Graduate committee meetings
- Spearheading the planning and execution of 2020 Graduate Program Open House (Feb 2020)

Omax Health

Influencer Manager

June 2019 – Aug 2019

Santa Monica, CA

- Managing a roster of 50+ Macro Influencers to create content and drive product sales
- Assisting with the planning and activation of 3 Influencer events
- Scaling Micro Influencer program through targeted product gifting to lower costs
- Sourcing, designing and creating Influencer and company swag and launch assets

Quest Nutrition

Influencer Marketing Specialist

Dec 2018 – June 2019

El Segundo, CA

- Increasing Quest's social media reach and engagement by recruiting and managing 2500+ micro-influencers
- Strategizing social media campaigns, creating content and analyzing campaign success
- Develop and maintain 3 brand partnerships through events, contests and social media collaborations
- Planning and executing influencer product launch events and internal company celebrations

Quest Nutrition

National Field Marketing Specialist

Sept 2016 – Dec 2018

El Segundo, CA

- Develop national event business plans that align with brand strategies and launches
- Sourcing, designing and creating events assets and company swag
- Support and co-produce 12+ national events annually (Olympia, Natural Products Expo, NACS)
- Closely tracked budget and identified areas to reduce my event costs by 7%

Quest Nutrition

Lead Field Merchandiser

Dec 2015 – Sept 2016

Glendale, AZ

- Merchandise stores to ensure best product placement, assortment commitments, execute merchandising initiatives and sell in incremental displays/placement.
- Build relationships with associates and management in all stores within every channel
- Report on performance measures and specific metrics daily and weekly
- Create and maintain social media presence for the merchandising team

Education

Arizona State University – Tempe

Bachelor of Interdisciplinary Studies (Sales & Marketing, Wellness)

Graduated Summa Cum Laude: May 2016