

Nicole D. Barnes

EDUCATION

The University of Texas at Austin

Nutrition / DPD Coursework	2016 - 12/2018 (anticipated completion)
B.A. Theatre and Dance (Acting)	2006 - 2011
B.S. Advertising (Minor in Business)	2006 - 2011

WORK EXPERIENCE

Herb Kelleher Center for Entrepreneurship | Marketing Assistant

 2016 - Present

- Develop engaging digital content for UT Entrepreneurship Center
- Founded an email marketing program, that now reaches more than 100K subscribers
- Plan events for 200+ attendees
- Coordinate with internal and external stakeholders to meet deadlines and goals while managing simultaneous projects

Favor Delivery | Mentor/Trainer

 2016 - Present

- Empower new employees to succeed at a local food and goods delivery service
- Manage fast-paced, simultaneous customer requests: ordering items, ensuring accuracy and quality, and delivering with stellar customer service

Kaplan Test Prep | Field Marketer

 2010-2011; 2016 - Present

- Deliver engaging presentations to 100+ students on graduate-level exams and persuade audience to engage or take action with a prep course
- Build relationships with 10+ campus clubs to increase brand awareness

Crossroads Systems, Inc. | Marketing Manager

 2011 - 2016

- Managed a \$200K budget, reported on key metrics with insights, and directed program optimization based on data-driven results
- Developed website and digital marketing strategies at a local technology company
- Planned and executed events for 500+ attendees
- Wrote sales enablement and educational materials for onboarding

PROFESSIONAL EXPERIENCE AND VOLUNTEER

- Meals on Wheels | Meal Delivery and Groceries-to-Go Programs
- Central Texas Food Bank | Grocery Intake Volunteer
- ServeSafe Food Service Manager Certification (2017)

SKILLS AND AWARDS

- Avid recipe developer, writer on personal blog: whiskeyandgingerblog.wordpress.com
- Proficient in American Sign Language, read and write Spanish and Italian
- Skilled on digital marketing platforms: Salesforce, MailChimp, Act-on, Marketo, Eloqua
- UT Cook'em Video Recipe Challenge (Fall 2016 Winner)
- UT University Scholar