

Nicole Eisenmann

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EXPERIENCE

Ryan Ace Music, Orlando, FL (Remote) — Senior Marketing Intern

AUGUST 2020 - NOVEMBER 2020

Updated website pages with keywords to improve search traffic by 27% and improved average Google search position from 4th to 2nd, created new blog format to increase sales of music classes and instruments (100% increase), promoted newsletter through website pop-ups and social media leading to 58 new sign-ups, promoted blog through social media leading to rank in top 10 of popular site pages, and created new newsletter format and engaging subject lines for bi-weekly newsletter leading to 3.4% increase of open rate.

Tampa Yacht & Country Club, Tampa, FL — Server

JANUARY 2019 - AUGUST 2019

Ensured a high-end experience for members and their guests by providing excellent customer service, quick service, and working well within a team.

Temple Terrace Golf & Country Club, Temple Terrace, FL — Bartender/Manager

MAY 2016 - JANUARY 2019

Provided members and guests with exceptional customer service by creating a new Facebook page (conversion rate of 100%), gave facility tours for members and non-members, and created graphics and posters for online and direct marketing.

EDUCATION

University of Central Florida, Orlando, FL — Bachelor's in Advertising/Public Relations

DECEMBER 2020

Cumulative GPA 3.3

Eastern Florida State College, Titusville, FL — Associate of Arts

MAY 2013

Cumulative GPA 3.8 | Graduated with Honors | Awards: President's List 2011, Dean's List Spring 2012, President's List Spring 2013

SKILLS

- Facebook Ads
- Blogging
- SEO
- Copywriting
- Content Creation
- MailChimp
- SquareSpace
- Groupon Campaigns
- Adobe Photoshop
- InDesign
- Canvas
- HootSuite
- Later
- Bit.ly