

# Nikole Renée Vendl

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## **Education**

### **Saint Mary's College of California, Moraga, CA – Class of 2016**

B.A. Communication; Minor: Performing Arts (Music)

### **Carondelet High School, Concord, CA - Class of 2012**

Graduated with Highest Honors

## **Experience**

### **Senior Account Executive, Social Media – Max Borges Agency**

May 2018 – August 2020

*Promoted from Account Executive in July 2019*

San Francisco, CA

**Clients: AT&T; Cricket Wireless**

Notable campaigns include: Taylor Swift NOW, Super Saturday Night (Lady Gaga), HBO Max, Hello Sunshine, We Can Survive, Super Bowl, NBA, Oscars, GRAMMYS, Emmys, VMAs, CMAs, BravoCon, Sundance, AT&T SHAPE, FRIENDS 25th Anniversary, Live from the Cricket Lounge livestream series feat. Usher, Charli XCX, Julia Michaels, Ella Mai, Jhené Aiko, and Juanes

- Organic social content execution across 22+ brand-owned channels and 5,000+ hyper-local FB pages
- Content calendar management (stakeholder approvals, cadence strategy, proofreading, asset sizing, tagging structures)
- Copywriting for entertainment sponsorships and promotional content (livestream scripts; talent interview questions; social media copy for event promotion, lifestyle, and product related posts across FB, TW, IG, and IG Stories)
- Livestream production in partnerships with Live Nation and WWE
- Project management
- Paid media: dark & boosted
- Client relations
- Social strategy
- Reporting/analytics
- On-site content capture

### **Content Review Associate – Snapchat (Snap Inc.)**

April 2017 – February 2018

*Contract (Remote)*

San Francisco, CA

- Evaluate influencer content for brand promotion opportunities
- Curate & edit UGC stories for Search and Snap Map features
- Moderate large volumes of global content according to legal, brand, and curation guidelines

### **Account Coordinator, Advertising – JStokes Agency**

September 2016 – March 2017

**Clients: SUBWAY; SpeedDee Oil Change**

Walnut Creek, CA

- Conducted & analyzed various reports: ORM, SEM, Yelp, sales
- Created market alerts & sales data charts; designed meeting decks
- Submitted media traffic: radio, TV

### **Concerts Coordinator - Campus Activities Board, Saint Mary's College**

September 2014 – May 2016

*Promoted from Concerts Assistant in April 2015*

Moraga, CA

- Organized all concert events on campus including annual Spring Concert (2016: Robert DeLong, DJ Amen; 2015: Aaron Carter) and created annual Battle of the Bands competition
- Responsible for booking artists, venues, sound equipment, etc.
- Created & managed social media content promoting events
- Managed \$30k annual budget

**Public Relations Intern – Pandora Media**

June 2015 – August 2015  
Oakland, CA

- Created business plan for employee social media engagement program based on conducted research
- Quantitatively & qualitatively calculated media relevancies, external branding
- Managed digital content displayed on company-wide TV screens
- Assisted in preparing for monthly company meetings including analyzing post-meeting survey results
- Project managed visual asset creation and wrote copy for employee news flash emails
- Created PR plan for Road Crew internship program
- Ran Road Crew blog site and intern “Twitter takeover” of @pandoracareers

**Staff Writer/Social Media Manager – Verity Magazine**

April 2014 – June 2015

- Most notably wrote the magazine’s highest-viewed web article (1,000+ views), which discussed Ed Sheeran’s “Thinking Out Loud” music video
- Wrote articles for both web & print issues on music-related topics ranging among news, features, artist-to-watch profiles, reviews, and opinion pieces
- Conducted & transcribed interviews with artists
- Managed social media profiles – Twitter, Facebook
- Created industry-based nominations for fan-voted Verity Music Awards

**Skills:** Sprinklr, Smartsheet, MomentFeed, Linkin.bio, Canva, WordPress, Adobe InDesign, G Suite, Microsoft Office Suite, Typing: 67 WPM, Quantitative & Qualitative Research, Public Speaking, Event Planning, Internal Communications, Radio Production, Journalism, Crisis Communications