

# Nicole Smittcamp

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## EDUCATION

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### University of Miami

Coral Gables, FL

*Bachelor of Communications in Creative Advertising; Minor in Marketing*

Expected May 2025

- **Honors:** Presidential Scholarship; Dean's List Honor Roll (All Semesters)
- **Relevant Coursework:** Digital Marketing; Business Technology and Innovation; Advertising Management; Business Analytics; Graphic Design; Writing for Strategic Communication

## WORK & LEADERSHIP EXPERIENCE

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### Year Round Marketing Agency

Miami, FL

*Digital Marketing Intern*

November 2023 - Present

- Collaborate with social media team to execute comprehensive strategies for agency clients, ensuring alignment with client goals and objectives to optimize project delivery
- Support in all agency services including brand development, creative services, digital marketing, and strategic partnerships based on the specific inquiry of each client
- Research and report on social media analytics, contributing to the identification of key insights and strategic improvements for promotional campaigns to increase brand awareness

### Rho Nutrition

Miami, FL

*Creative Strategist*

October 2023 - Present

- Conceptualize and execute production of multimedia content such as videos, graphics, and written materials for social media feeds in order to enhance brand image and achieve measurable results
- Develop and refine brand identity, including typography selection, color palette, and visual elements to create a compelling and visually appealing social media presence and digital aesthetic
- Drive customer engagement through designing thoughtful and interactive content, including display advertisements, product promotions, and informational graphics to educate customers

### Hanna Gotz Studio

Miami, FL

*Graphic Design Intern*

June 2023 - September 2023

- Designed various company products such as gift packaging, stationery, and shipping boxes, while also creating digital assets such as client presentation visuals and brand collateral
- Established specific brand guidelines to maintain consistent representation across all company materials and social media channels to ensure a cohesive brand image
- Collaborated with creative agencies, photographers, and vendors to ensure quality project execution

### Rent Oui

Miami, FL

*Marketing and Creative Intern*

December 2022 - May 2023

- Produced interactive digital content on various social media platforms to promote new products and increase brand awareness, leading to an increase in roughly 5,000 social media followers
- Strategized the creative direction behind the execution of advertisement campaigns and product launches
- Repurposed company brand by introducing a refurbished company logo and elevated website design

## SKILLS, ACTIVITIES & INTERESTS

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**Technical Skills:** Proficient in Adobe Illustrator, Photoshop, InDesign, Microsoft Excel and PowerPoint, Website design experience in FluidUI, Wix Sites, and Canva, Social Media experience in Meta Suite

**Activities:** Distraction Magazine, American Marketing Association, Alpha Lambda Delta Honor Society

**Interests:** Graphic Design, Photography, Painting, Creative Writing, Fashion, Tennis, Traveling