

# Nicole Underwood

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## Highlights of Qualifications

Highly skilled in all areas of media and communications  
Initiates and engages new relationships to inform and promote community engagement  
Approaches any obstacle with a determined, creative and positive mindset

## Software Skills

Adobe Photoshop CS5  
Adobe Illustrator CS5  
Adobe InDesign CS5  
Adobe Image Ready  
QuarkXpress 7

Microsoft Excel  
Microsoft PowerPoint  
Microsoft Word Avid Express  
Video Editing  
Final Cut Video Editing

## Media Experience

Social Media Strategy  
Video and Graphic Design  
Intermediate Web Design  
Marketing & Promotion  
Workshop Presentations

Event Coordination  
Digital Publication  
Fundraising  
Public Relations  
Public Disaster Response

## Education

ARIZONA STATE UNIVERSITY  
2006 – 2008  
Major: Visual Communication / Design  
Minor: Urban Development  
GPA: 3.8 / 4.00 – Dean's List

MESA / SCOTTSDALE COMMUNITY COLLEGE  
2002 – 2005 / 2007 – 2008  
Major: Media / Design & Communications  
Phi Theta Kappa Member  
Degrees : AA - Associates of Arts  
AGS - Associates of Graphic Studies

## Current Career Development

**American Red Cross Grand Canyon Chapter** Phoenix AZ September 2010 – Current  
*Humanitarian organization providing relief to disaster victims, helping people prevent, prepare for and respond to emergencies. The Grand Canyon Chapter serves the more than 5.2 million people in 10 Arizona counties.*

### **MEDIA & MARKETING COORDINATOR**

Implemented and executed successful social media strategies, training volunteers and staff on proper social media guidelines and facilitating social media in annual events. Strategies resulted in increased followers and interaction on Facebook, Twitter, Flickr, and Youtube over 600%, receiving local media recognition

Promoted and publicized chapter events, fundraising campaigns, programs, and disaster relief efforts, utilizing social media, email and web optimization, web design, video presentations, photo, graphic flyers, press releases, media relations and volunteer resources

Trained in Disaster Public Affairs and local disaster response, comprising of education in media interviews, press release writing, media guidelines, and public information officer communication

Represented in a disaster response social media monitoring team for American Red Cross National Headquarters in Washington, DC, including updating news posts for the National Disaster Online Newsroom

**AmeriCorps Public Allies Leadership Program** Phoenix, AZ August 2010 – Current  
*In partnership with Arizona State University Lodestar Center for Philanthropy and Innovation, Public Allies is a rigorous leadership development program to strengthen communities, nonprofits and civic participation.*

### **ARIZONA PUBLIC ALLY**

Developed and maintained partnerships with Cox Communications and other businesses, resulting in fundraising for nonprofits in the community, including the American Red Cross and Roosevelt Row

Supported fellow Allies in local nonprofit events, fundraisers and direct service projects, including food drives, park and garden restoration, and local artist awareness

Designed and presented collaborative research for community engagement and supporting local businesses, as well as an asset based mapping project for the City of Phoenix Weed and Seed Coalition

Attended Nonprofit Sustainability Conference and received bi-weekly training and workshops throughout the year in areas such as financial literacy, grant writing, personal branding, and grassroots organizing

## Relevant Experience

**Firebird International Raceway** Chandler, AZ August 2009 – May 2010  
*440-acre multi-purpose event facility, existing since 1983, hosting family-friendly weekend events, NHRA drag racing, boat racing, monster trucks, and street drags, with over a half a million people in attendance each year*

### OFFICE COORDINATOR & PRESIDENT ASSISTANT

Organized and delegated front office responsibilities, answering customer inquiries, building and proofing vendor contracts, ticketing orders, event coordination and marketing assistance

**Gingerbread Shed Corporation**, elevate.com Tempe, AZ July 2007 – Current  
*Technological company offering specialized services for large music festivals and events, such as Elevate, a ticketing application that increases productivity, profitability, customer engagement and retention for the end user*

### ACCOUNT MANAGER

Primary support for new customers in creating online accounts, while providing clerical expertise and assistance with research and periodical website updates. Currently supporting social media integration and client relationship building

**Arizona State University**, ALTI Technology Department Tempe AZ August 2006 - May 2007  
*Educational institution focusing on strategic partnerships in research and collaboration, joining accomplished programmers, designers, engineers, educators and students to build strategic partners for sustainable innovation.*

### ASSISTANT GRAPHIC DESIGNER

Designed, documented, and assisted with development of event booklet and signage for the annual Microcomputers in Technology Conference. Developed logos and small advertisements for relevant projects and sponsors

## References

Mark Weldon – Director of Communications for the Red Cross	480.430.9600
Jason Kimball – President & CEO of Gingerbread Shed	480-229-8035
Tiana Rutledge – Graphic Designer at ASU circa 2007	480-217-4517