

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

MEDIA SKILLS

Adobe CS5 Creative Suite
Adobe Image Ready
Microsoft Office Programs
Final Cut / Avid Express Editing

Graphic & Web Design
Marketing & Event Promotion
Print & Digital Publication
Fundraising

Workshop Presentations
Public Relations / Public Info Officer
Social Media Strategy – I do it all.
Mac / PC literate (Macs are better)

CURRENT CAREER DEVELOPMENT

American Red Cross Grand Canyon Chapter, Phoenix AZ

September 2010 – Current

Humanitarian organization provides relief & services to disaster victims for over 5.2 million people in 10 counties

MEDIA & MARKETING COORDINATOR

Created and executed successful social media strategies, including incorporating social media in annual events, disaster updates and local news. Interaction on all social media platforms increased over 700%, 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, including disaster scene media interviews, press release writing, and public information officer communication. Trained in national social media disaster response through National Headquarters in Washington, DC, including monitoring and updating news posts for the National Disaster Online Newsroom

AmeriCorps Public Allies Leadership Program, Phoenix, AZ

August 2010 – Current

Rigorous leadership development program aiming to strengthen communities, nonprofits and civic participation through public engagement

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, Roosevelt Row and Local First Arizona

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

Attended Nonprofit Sustainability Conference and received bi-weekly 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 facility hosts family-friendly community events and drag racing, with over a half a million people in yearly attendance

OFFICE COORDINATOR & PRESIDENT ASSISTANT

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

Gingerbread Shed Corporation, elevate.com, Tempe, AZ

September 2007 – Current

Company offering specialized services, such as Elevate, for large music events to increase productivity, profitability and retention for 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

Institution strategizing collaborative partnerships with skilled programmers, designers, educators and students for sustainable innovation

ASSISTANT GRAPHIC DESIGNER

Collaborated with graphic team over design and development of event booklet and signage for the annual Microcomputers in Technology Conference. Developed logos and small advertisements for relevant projects and sponsors

EDUCATION

Arizona State University 2006 – 2008 : Major: Visual Communication / Design / Urban Development - GPA: 3.8 Dean's List
Mesa Community College 2002 – 2005 Major: Media & Communications - Associates of Arts / Associates of Graphic Studies