NIKKI ISAAC

**MARKETING MANAGER | PROJECT MANAGER**

NEW YORK, NY (857) 763-9375 NISAAC@GMAIL.COM

**SUMMARY**

Results oriented marketing generalist with over 8 years project management experience. From vendor, to agency, to client - I've trained and worked on all sides. I specialize in using my diverse experience to tell my clients' stories -- be it through traditional or digital marketing, activations and events, or even digital experiences. Let's make it happen!

**WORK HISTORY**

**Account Manager,** Octagon

NEW YORK, NY, FEB 2020 - MAY 2020

* Account owner for BMW's Diversity and Inclusion program, partnering with various national organizations to find new ways for BMW to reach and engage their market.

**Marketing Manager,** WGBH/CDP

BOSTON, MA, MAR 2018 - JUL 2019

* Overall management and day-to-day operations for direct mail marketing of WGBH (Boston PBS) concurrently with 10 other public media stations across the country via the Contributor Development Partnership.
* Overhauled member acquisition program to include automated, dynamic audience engagement, raising new membership retention and engagement YOY on average across 8 stations.

**MARKETING SPECIALTIES**

Event management, content marketing, Print, TV, Radio, Video production and editing, below-the-line advertising

**MARKETING COMPETENCIES**

Microsoft word, powerpoint, excel, Photoshop, Premiere Pro, Salesforce, Hubspot, JIRA

Social media and analytics for Facebook, Twitter, Instagram and Wordpress

Other skills such a public speaking, client presentation, client servicing and troubleshooting, photography, video editing

**CERTIFICATIONS**

Hubspot Inbound Marketing

Google Digital Garage - Digital Marketing

**Marketing Manager,** Solar Entertainment Corp

MANILA, PH, AUG 2015 - AUG 2016

* Developed and implemented Jack TV's 10th year anniversary annual marketing plan, including 13 on-ground activations and events, communication strategy, and integration for social media and print.
* Raised key account revenue upwards of Php13M ($260k) for the anniversary culmination event - Jack TV MADFest, a 12-hour music, arts and dance festival featuring local and international acts. Raised social media engagement 17% in 24 hours.

**EDUCATION**

MSc International Marketing

Hult International Business School, 2016-2017 Boston, MA

BA Communications

Ateneo de Manila University, 2006-2010 Manila, Philippines

**Marketing Account Manager,** Cheil Worldwide

MANILA, PH, AUG 2014 - AUG 2015

* Led cross-functional teams to fulfill all of Samsung Philippines' integrated marketing needs for smartphones, tablets, and cameras.
* Key team member for various product launches and marketing promos, raising brand awareness and engagement
* Acted as central hub for cross-functional teams and projects such as the Samsung S6 national launch, NX 500, and various national promos

**Creative Account Manager,** AIM Events Mgmt.

MANILA, PH, APR 2013 - APR 2014

* Liaised between clients and creative team, overseeing creative process and quality assurance
* Executed successful year-long CSR campaign for key account resulting in rise in brand engagement by 15%

**Other Experiences**

(Manila, Philippines)

**SEO Writer**

Global Dynamic Solutions, 2010 - 2011

**Production Manager/Producer**

Freelance, 2011-2015

**Production Manager/Producer**

Sindikato Films, 2011-2013

**CEO/Marketing Director**

Little Ballet 2013-2016