

NICOLE J. HILL

EDUCATION

Indiana University
Bloomington, IN
Bachelor of Arts in Advertising
Graduation: May 2021
GPA: 3.91

Minor: Spanish
Specializations:
• Creative Advertising
• Media Psychology

Achievements & Awards:
• Media Honors Program
• Dean's List 2017-2021
• Founder's Scholar
• Hutton Honors College
Member and Mentor






SKILLS

Gandr	Premiere
Planit	Photoshop
Prisma	Marketo
Tableau	After Effects
HTML/CSS	Citrix
JavaScript	Commscore
Salesforce	Google Analytics
Excel	Microsoft Dynamics
InDesign	
Illustrator	

INTERESTS

Triathlons	French Baking
Euchre	Selling on Etsy
Royal Sightings	

CONTACT

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 Chicago, IL

PROFESSIONAL EXPERIENCE

Leo Burnett, Chicago, IL *December 2021 - Present*
Assistant Account Executive - Client: Altria, U.S. Smokeless Tobacco

- Managed projects from start to finish, while coordinating logistics, timing and budget associated with the workflow
- Maintained constant communication with internal teams, such as project management, production, studio and legal, making sure projects were tracking according to timelines and creative/strategic direction
- Facilitated and provided feedback during creative briefs as well as internal and client creative reviews to ensure the best creative work was achieved
- Developed a positive working relationship with the brand team, earning their confidence through day-to-day communication and advocating for the best creative work

Navigation Boulevard, Chicago, IL *June 2021 - December 2021*
Associate Brand Strategist - Client: McDonald's

- Collaborated with Wieden+Kennedy, lead creative AOR, and other inter-agency teams to ensure assets and budgets were aligned with client direction
- Strategized with senior leadership in order to maximize campaign performance, based on reach and frequencies pulled from Citrix
- Maintained and updated multi-million-dollar campaign budgets, asset trackers and inventory sheets through Planit and Excel
- Audited potential media partners, analyzed their campaign proposals, and recommended the best fitting partners to the client
- Presented campaign strategy during client tactical presentations

Plymouth Tube Co., Warrenville, IL *May - August 2019*
Marketing Intern

- Designed Tableau dashboards visualizing revenue data and presented them to executive management, resulting in company-wide adoption of Tableau
- Analyzed Marketo strategy, social media, and trade show exhibit designs with marketing managers to create an updated, cohesive brand image

Tinder - National Student Advertising Competition *March 2021*
Strategy Director - Through NSAC, students create a campaign for real clients and compete nationally against other universities

- Conducted primary and secondary research, and used Statista to develop a target audience and overall campaign strategy
- Utilized Illustrator to create a brand book including campaign objectives, competitive analysis, creative assets, strategy and budget

Data Visualization at IU *January 2019 - January 2021*
Co-Founder, Chief Technology Officer

- Created, launched and taught 10-week Tableau and 24-week Salesforce curricula to 100 members in preparation for software certification exams

Indiana University Admissions Office *August 2017 - May 2021*
Student Ambassador

- Guided prospective students on campus tours to familiarize them with the university and provide a student perspective of campus life