

LISA NIKOLAU

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PROFILE

Spanish and English (native) marketing professional with over 3 years of experience in advertising, public relations and journalism. At various U.S. companies, she has delighted clients with crisp, original marketing content and launched campaigns with tangible business results on Google Adwords, Facebook Ads, Mailchimp and more.

- Online and print content creation
- Campaign building and optimization
- SEO/SEA and link building
- Engaging, expert storytelling

CERTIFICATIONS

Facebook Blueprint	<i>Completed July 2017</i>
Google Adwords	<i>Completed August 2017</i>
Twitter "Flight School"	<i>Completed August 2017</i>

EXPERIENCE

Latin America Staff Reporter (Humanosphere.org) *Dec. 2015 - July 2017*

- Became the site's second highest contributor within one year by meeting daily deadlines and producing top-read articles and podcasts.
- Attained 300+ Twitter followers by collaborating daily with sources and other media experts.

Freelance Journalist (Self-Employed) *Nov. 2015 - July 2017*

- Pitched and sold articles to various international publications, including SciDev.net and the Seattle Globalist.

Public Relations Manager (Magnolia Behavior Therapy in Seattle, WA) *Sept. 2014 - April 2016*

Young autism therapy company sought to attract new clients in a competitive market. Hired to revamp company's online content and public image.

- Attracted new clients by creating original SEO-friendly ad campaigns on Facebook and LinkedIn.
- Optimized existing campaigns to reach company's KPIs and distinguish company brand from competitors.

Marketing Intern (Alzheimer's Association in Milwaukee, WI) *June 2014 - Sept. 2014*

- Launched and optimized campaigns on Google Adwords to attract new participants in an annual fundraiser (increased participation by 20%).
- Reorganized company records on Microsoft Excel to more effectively display and track fundraising goals.

EDUCATION

Lawrence University (Wisconsin, USA)
B.A. (Marketing & Spanish), *cum laude*
Sept. 2010 - June 2014

Universidad de Granada (Granada, Spain)
Study abroad: Iberian & Spanish studies
Aug. 2012 - Dec. 2012

AWARDS

United Nations Fellowship (New York City, USA) *Sept. 2016*

Reported directly from U.N. headquarters on the refugee crisis, climate change and other pressing global issues.

Digital Journalism Guest Speaker (World Affairs Council, Seattle, USA) *Aug. 2016*

Invited as "Digital Journalism Specialist" to speak to young professionals about selling stories to editors.