

# NIKKI JONES

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## EXPERIENCE

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### Marketing Intern & Street Team Member at Euphonic Conceptions- *Denver, CO*

2019- Present

- Run social media platforms part-time reaching over 6,000 people per post & increase engagement patterns on several multimedia systems
- Promote local concerts through hard-copy promotions posts & personalized Facebook invitations

### Marketing Intern & Street Team Member at the Fox Theatre- *Boulder, CO*

2020- Present

- Assist with concert bookings, promotion and marketing on the front lines working at two local theatres
- Promote local concerts through hard-copy promotions at local business partner's locations

### Marketing & Advertising Intern at Huck Adventures- *Boulder, CO*

May-August 2019

- Used critical thinking skills to write and develop content for digital marketing such as blog posts, press releases and news articles to onboard users on the app
- Helped lead efforts through social media campaigns to increase sales for Huck Adventures
- Catalyst in forming a partnership between Huck Adventures and Corepower Yoga

## EDUCATION

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### University of Colorado, Boulder- College of Media, Communication & Information- Advertising, Public Relations & Media Design- *Boulder, CO*

August 2017- Present

- Bachelor of Science in Strategic Communications, with an emphasis in Public Relations & Minor in Business
- Relevant Courses: Accounting, Finance, Marketing, Management, Creative Industries, Public Speaking, Branding, Writing for PR, Math Analysis, Copywriting, Micro/Macro Economics, Communications Capstone

### Universidad Autonoma de Barcelona- International Studies, Business & Culture- *Barcelona, Spain*

Spring, 2019

## AWARDS

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- DECA State Qualifier 2015
- Blue Chip Outstanding Leadership Award 2017
- National Society of High School Scholars 2015

## ORGANIZATIONAL INVOLVEMENT

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- Public Relations Society of America, *Boulder, CO* Fall 2018-Present
- Alpha Phi Sorority, *Boulder, CO* Fall 2018
- Blue Chip Leadership Program, *Tucson, AZ* Fall-Spring 2017

## TECHNICAL SKILLS

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- Adobe Creative Suite, AP style, Cision PR Software, Data Analysis, Microsoft Office Suite, R-Studio, WordPress

## PERSONAL SKILLS

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- Collaboration, leadership, communication, critical thinking, creative problem solving