



Nicole Desuasido

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EXPERIENCE

Stella & Dot

February 2015 - Present

Digital Marketing & Social Media

- Content creator and publisher across all social media channels
- Produce all photos, edit/post-processing, design style boards, marketing promotional assets, videos/GIFs
- Develop and implement content strategy: build guiding documentation for Instagram photo performance optimization, analyze metrics, compare benchmarks/report follower trends, conceptualize cross-platform campaigns, write creative briefs, and manage calendars
- Instagram: responsible for all feed content, follower growth +41%, build content calendar, maintain prototype of Instagram feed, community engagement
- Blog: project lead, design and built first version, create content and execute bi-weekly blog posts
- Copywriting: write all customer-facing copy for Stella & Dot social media (over 740k+ followers)
- FB Live: led the creative effort for this new content medium. On-screen talent and off-screen analysis.
- Conduct major shoots for seasonal launches, source props, assist with set design

Moonbase

July 2014 - January 2015

Assistant Producer

- Produced promotional videos and creative short films
- Casting and talent management
- Location scouting and on-set coordination
- Periodic on-screen talent and voiceover

Hello Nikki

December 2008 - February 2015

Blogger

- Producer: created and edited all content/photos
- Styled outfits, updated entries, maintained appearance and design of website
- Monitored analytics to drive traffic and strategized promotion through social media marketing

ABS- CBN International

January 2009 - December 2009

Production Assistant

- Arranged on-location filming, coordinated talent, crew, and guests
- Assisted segment producers, collected scripts, video footage, graphics and audio assets for editing
- Supervised edit sessions and scheduled weekly writer/producer meetings

EDUCATION

San Francisco State University

Bachelor of Arts in Communications

- August 2002 - May 2008

SKILLS AND INTERESTS

Skills

Lightroom, Photoshop, Sketch, Gcal, Docs, Google Analytics, SEO/SEM, Keynote, Smartsheets, Asana, Trello, Salesforce, MS Word, Excel, Powerpoint, Outlook, Squarespace, Wordpress, Social Media Channels: Instagram, Facebook, FB Live, Snapchat, Pinterest, Twitter, Polyvore

Interests

Fashion, Travel, SoulCycle, Yoga