

SUMMARY

Both an analytical and creative thinker, delivering best of both worlds. Drive innovative ideas and tactical executions, serving as visionary always putting business strategies first. Passionate about concise and compelling verbal and visual storytelling, delivering messages resonating with any target audience.

Thrive in fast paced environments, meeting goals and deadlines. Multitasker, driven by process while being open to change and learning new things in record time. Empathetic leader taking interest in teammates, fostering an environment of collaboration and clear communication.

PORTFOLIO

NicoleCampbellCreative.com

PROFICIENCY

B2B Marketing:
Trade and Partner/Integrated

Creative Direction,
Design and Production

Strategy

Project Management

Research Analysis

Copywriting

Email Marketing

Website Development

LinkedIn Owned and
Paid Media

SOFTWARE SKILLS

Adobe Creative Suite

Microsoft 365

Keynote

Google Slides

Ceros

Salesforce Pardot

monday.com

CREATIVE, MEDIA AND MARKETING PROFESSIONAL WITH EXTENSIVE EXPERIENCE

NBCUniversal, NYC

Senior Manager + Olympics Trade Marketing + April 2019–March 2024

- Collaborated with and supported all stakeholders across NBC Olympics marketing, sales and research teams, driving billion-dollar sales revenue for each Olympic Games.
- Translated research and strategy into Olympics sales materials and trade marketing campaigns, utilizing tactical executions, including presentations, Ceros sites, email blasts, premiums, print media, digital media and video.
- Innovated new approaches to partner materials, including design, storytelling and multi-platform partner outreach programs.
- Tracked and measured trade campaign effectiveness, applying learnings to future campaign strategies.
- Brainstormed event activation ideas and designed collateral, including logos, print and digital materials for NBCSports Group events.
- Researched and ideated partner marketing programs, bringing campaigns to life with custom mocks and imagery for LA28 partnership pitches worth hundreds of millions of dollars.

Nickelodeon, NYC

Creative Director + Partner Positioning & Presentations + May 2016–March 2019

- Turned strategic thinking, storytelling and striking creative into powerful marketing and sales materials, creating marketplace awareness for Viacom Global Consumer Products and Nickelodeon Ad Sales value propositions.
- Conceptualized and executed clever and engaging marketing presentations and collateral for C-suite executive meetings, including Las Vegas Licensing Expo (world's largest licensing trade show), delivering new partnership opportunities.
- Supervised and fostered development of small team of designers.
- Managed relationships with external vendors and freelancers.
- Developed processes ensuring all deadlines were met efficiently.

Home Team Sports (HTS), Division of FOX Sports Media Group, NYC

Manager + Creative Partnerships + October 2013–May 2016

- Collaborated with partnership development, research, sales, on-air production and digital departments, ensuring all partner and trade marketing materials aligned with business objectives.
- Crafted strategic, co-branded multi-platform campaign solutions for Fortune 500 advertisers desiring brand association with professional sports leagues (NBA, MLB and NHL) across portfolio of regional sports networks.
- Brought campaign ideas to life for partners by writing and designing all aspects of partner pitch presentations, including creation of highly custom visuals such as mocks, commercial spot storyboards, logos, animations and videos.
- Researched emerging trends throughout sports and entertainment industries, identifying fresh ideas, adding value to new and existing partnerships.
- Implemented brand creative direction and storytelling, producing dynamic annual upfront presentations, event activations and collateral, engaging partners and building awareness.

2013–2005 EXPERIENCE
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EMPLOYEE RESOURCE GROUP

BOLD at NBCUniversal **LinkedIn Manager**

- Developed content strategy
- Led team brainstorm and provided direction
- Researched hashtags
- Designed post imagery
- Wrote post copy
- Tracked post analytics
- Grew followers organically

EDUCATION

Bachelor of Fine Arts

Major: Graphic Design
Minor: Communications

Rochester Institute of Technology (RIT)

INTERESTS

Traveling the World
Attending Concerts
Admiring and Collecting Art
Volunteering

PROFESSIONAL EXPERIENCE CONTINUED

Viacom, NYC

Senior Designer + Integrated Marketing + May 2012–October 2013

- Created custom solutions for integrated marketing pitches across Viacom Media Networks music and entertainment brands with inspired designs, infographics, animations, videos and presentations for Fortune 500 partners.
- Developed network upfront presentations and ads for trade publications, generating industry awareness.
- Provided creative direction and fostered relationships with freelancers, vendors and interns.

Viacom, NYC

Senior Designer + Digital Ad Sales + July 2010–May 2012

- Designed and executed events including exclusive Advertising Week dinner, providing additional creative support with printed and digital collateral.
- Managed and developed partner outreach communications, including presentations, email blasts, newsletters and premiums.

Barbour Design, NYC

Designer + April 2007–July 2010

- Reinvigorated Barbour Design brand, creating new logo, letterhead and business card system.
- Developed and designed innovative sales tools, including logos, evites, sell sheets and presentations by collaborating with ESPN's marketing department.
- Created co-branded print and digital ads appearing in ESPN The Magazine and on ESPN.com, driving brand awareness for ESPN's partners.
- Elevated design collateral for ESPN's corporate events team, including credentials, evites and signage.

Comcast CN8 Network, Boston

Designer + December 2005–April 2007

- Conceptualized and designed on-air, over the shoulder graphics introducing topics for nightly sports and entertainment programming.
- Developed "Celebrate '07" logo for 2007 New Year's Eve special, generating excitement across promotional materials and live broadcast.