

NICHELLE SUZANNE STRZEPEK

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SUMMARY STATEMENT

I am intrinsically motivated to tell engaging stories that nourish and grow communities through social media, email and the web. Described by peers and supervisors as the consummate team player in my role as a team lead in communications, I mentor fellow teammates and stand out as a relied-upon collaborator with partners across the division of Development and Alumni Relations at Rice University. I owe my adaptability, dependability, creativity and much more to my many years of training and experience in dance and the performing arts. My versatility and diverse experience in the digital content and relationship marketing fields has helped my team meet tight deadlines, problem-solve and improve processes, and strategically plan creative campaigns that strengthen the Rice Alumni digital presence and brand in support of the mission and goals of Rice University.

SKILLS

- Collaborative
 - Intellectually curious
 - Adaptable
 - Resourceful
 - Dependable
 - Creative
 - Multitasking
 - Email Marketing/Communications
 - Social media content
 - Writing/Proofreading/Editing
 - Project management
 - Online research
 - CRM database management
 - HTML/CSS
 - AP Style
 - Email: Blackbaud, MailChimp, Bronto
 - CMS: Drupal, Wordpress
 - Social Media Publishing: Sprout, HootSuite, Buffer, Coschedule
 - Images/Graphics: Photoshop, Canva
 - Project Management: Teamwork, Asana, Trello
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WORK HISTORY

Web and Social Media – Team Lead, April 2021 - Current

Development and Alumni Relations, Rice University, Houston, TX

- Advised and supported two reporting team members working remotely during times of change and challenges with respect and care for the dignity of each individual.
- Positively affected my team’s ability to maintain our high volume and quality of communications and customer service by learning essential direct marketing and CRM system skills normally outside my purview when there were vacancies in roles within.
- Strengthened relationships and partnerships with content creators across campus to create greater awareness and mutual support of initiatives.

Web and Social Media Specialist, Jan 2017 – April 2021

Development and Alumni Relations, Rice University, Houston, TX

- Informed by social listening tools, available data and experience, I consistently delivered effective, brand-aligned social media content with autonomy and thoughtful attention to our audience and project goals.
- Spearheaded unique and successfully engaging projects, including two student-filmed videos, an interactive pop-up installation, and engagement campaigns such as #RiceOwlentines and “Flat Owly.”
- Advocated for the early integration of social media in all marketing and project strategy as an essential tool for reaching constituents.
- Frequently influenced creative and technical strategy in email marketing and for website landing pages, as well as internal processes with astute attention to detail and application of problem-solving skills.
- Grew our social media audience organically by 86% over 5 years, increasing engagement on Instagram by 72% and on Twitter by 39% in the last two years.

EDUCATION AND TRAINING

Bachelor of Arts, Dance (Summa Cum Laude), December 1999

Slippery Rock University – Slippery Rock, PA

Non-degree Transfer, Dance and Theater, December 1996

Old Dominion University – Norfolk, VA

Digital Content Manager, Owner & Founder, April 2008 – Jan 2017

DanceAdvantage.net – Houston, TX

- Positioned my site among the most visited dance websites in the U.S. by crafting and curating compelling content addressing the needs, concerns and education of multiple consumer groups within the dance industry.
- Became an early influencer in the dance industry, establishing a social media following of over 25K.

Professional Writer, Content Contributor & Journalist, Jan 2009 – Current
Various – Rockettes.com, Arts+Culture Texas Magazine, CultureMap

- Delivered everything from insightful Q&As and interviews, to feature stories and snappy listicles for both print and online publication.
- Applied SEO-friendly journalism to online features, resulting in authorship of some of Arts+Culture Texas magazine's most-read articles online.

Dance Educator, Jan 2000 – Dec 2016

Various – Lone Star College, Penn State Altoona, Define Dance & Arts

- Provided guidance, feedback and mentorship for dance students and occasionally fellow teachers.
- Motivated students and managed classrooms of all ages, developing lesson plans, curriculum and/or syllabi as needed.
- Consistently stayed informed of new methods and practices in the field through workshops and teaching conferences.

SERVICE AND HONORS

- **Marketing Committee Chair, National Dance Week Foundation, 2013**
 Selected by the executive board to renew and strengthen the brand and social media presence of this well-established organization in support of the fundraising projects and goals of NDWF.
- **Inaugural Board Member, Frame Dance Productions, 2012**
 Assisted with fundraising, marketing, the presentation of live dance performance and original films, and provided overall support for this Houston dance organization in its first year as a 501c3.
- **Conference Panelist, Dance/USA, 2012**
 Presented the whats, hows and whys of blogging at this conference to better equip artists and companies for engagement with their audience through digital media.