

# NIKKI WENDLAND

## DIGITAL MARKETING

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### PROFILE

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Highly creative and multitalented digital marketing consultant with extensive experience in digital marketing, social media marketing, content management, copy editing, and copywriting. Skilled in translating technical requirements into easy-to-understand language for a variety of users and skill levels. Able to build exceptional rapport with customers and clients alike and thrive in deadline-driven environments. Intuitively adapt to new technology and innovative processes while ensuring compliance with brand standards.

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### SKILLS

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#### SOFTWARE

- Adobe CC
- Microsoft Office
- Fetch
- FileZilla

#### HARDWARE

- Mac OS X
- Windows PC

#### CMS

- CoreCommerce
- BigCommerce
- Magento
- OXID
- Radium3
- SiteFinity
- Typo3
- Volusion
- WordPress

#### SAAS

- ActiveCampaign
- ContextOptional
- EmailMeForm
- Google AdWords, Analytics, Webmaster Tools
- Limelight
- MailChimp
- Slack
- Zoom

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### EXPERIENCE

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#### PROFILE EDITOR AND PROOFREADER

*Toptal, LLC | July 2017 – Present*

- Edited freelancer profiles for clarity and grammar
- Proofread and converted blog articles through a combination of HTML/CSS and Markdown
- Uploaded articles and images in preparation for posting live through in-house CMS

#### WEB DESIGN AND MARKETING CONSULTANT

*Freelance | January 2009 – Present*

- Designed and developed websites for clients using a variety of content management systems
- Created print materials such as brochures, flyers, and books
- Wrote and edited copy for new and redesigned websites ensuring brand standard alignment
- Trained clients how to effectively use content management systems, SaaS email marketing programs, and social media to further business goals and objectives

#### MARKETING DIRECTOR

*International Experience USA | Northfield, MN | March 2015 – August 2016*

- Managed all marketing activities nationwide including digital, print, and broadcast initiatives
- Grew marketing team from a single person to a team of 3 marketing specialists
- Developed strategy for, and maintained, social media accounts, with a focus on Facebook and Instagram, resulting in a follower increase of more than 30%
- Executed paid advertising campaigns on Facebook with an average CTR of ~4%
- Launched weekly blog resulting in a 25% increase in organic traffic within ~4 months
- Produced weekly email marketing campaigns to local coordinators, host families, and students
- Designed and directed print and digital advertising campaigns including EDDM
- Wrote copy for weekly blog, press releases, editorials, and advertisements

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## EXPERIENCE CONTINUED

### MARKETING MANAGER

*VKF Renzel USA Corp. | Elk Grove Village, IL | February 2013 – March 2015*

- Managed marketing activities for the US branch resulting in 15% y/y sales increase
- Provided creative direction for US branch rebranding
- Grew marketing team from a single person to a team of 3 in-house marketing and design specialists
- Designed and directed print and digital advertising campaigns
- Produced weekly email marketing campaigns to B2B and B2C customers
- Maintained and managed social media accounts with a focus on Twitter
- Optimized product descriptions to adhere to SEO best practices
- Collaborated with colleagues worldwide on US website re-platform
- Organized and designed trade show booth displays
- Created direct mail campaigns for qualified business leads

### WEB PRODUCER

*Lia Sophia | Wood Dale, IL | December 2011 – February 2013*

- Designed and developed HTML emails for e-marketing campaigns
- Assisted in creation and execution of Social Media Marketing strategy
- Developed the Online and Social Media Policy and training for Lia Sophia Independent Advisors
- Produced supporting assets for Lia Sophia corporate social media efforts
- Tracked and reviewed analytics for corporate site, social media, and other online mediums
- Managed Lia Sophia Advisor Knowledgebase article updates

### WEB DESIGNER

*Links Technology Solutions, Inc. | Schaumburg, IL | November 2009 – July 2011*

- Designed client websites to customers' specifications and satisfaction
- Prepared websites for use in content management systems
- Ensured website browser compatibility with thorough testing in multiple browsers
- Designed logos for new and existing businesses
- Provided website and design support services to existing clients
- Developed test plans and performed quality assurance testing for TariffShark software
- Wrote online help documentation for TariffShark software

## VOLUNTEER

### FORUM ADMINISTRATOR AND EVENT PLANNER

*ChitownDollz | Chicago | August 2014 – Present*

- Administered and moderated Chicago-area doll forum utilizing PHPBB software
- Assisted in coordinating bi-annual event for approximately 100 attendees and small monthly meets in the Chicago area

### SECRETARY

*Fraternal Order of Eagles Auxiliary 1460 | Faribault, MN | November 2015 – February 2018*

- Managed communications, accounting, and membership for approx. 250 members
- Planned fundraising events to support local and national charities

## EDUCATION

### INTERNATIONAL ACADEMY OF DESIGN AND TECHNOLOGY

*Bachelor of Fine Arts*

*Visual Communications: Multimedia and Web Design*

## CONTACT

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