



Nicole Woods

STRATEGIC COMMUNICATIONS | DIGITAL SOLUTIONS

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SKILLS

PROFESSIONAL STRENGTHS

- Corporate Communications
- Media Relations
- Digital Strategy
- Content Marketing
- Project Management
- Partnership Development
- Privacy Initiatives

TECHNICAL

- CX, UX, User Flow
- CMS (Drupal, WordPress)
- Google Analytics + Business
- Pantheon.io
- Shopify (E-commerce + POS)

SPEAKING

ENGAGEMENTS

PRESENTER / 2020

Activating a Personalized Experience for International Visitors through Social Media

St. Joseph University, Philadelphia, PA

FEATURED CASE STUDY

PRESENTER / 2018 and 2019

Google Destination Marketing Organization Partnership Workshop Series

Philadelphia, PA; Lahaska, PA; King of Prussia, PA

PRESENTER / 2019

Old City District Social Media Workshop Philadelphia, PA

PANELIST / 2017

Social Media Influencers Speaker Series Philadelphia, PA

EDUCATION

LA SALLE UNIVERSITY / May 2006

B.A., Communication and English magna cum laude

- Editor in Chief, *The Collegian*
- President, Lambda Pi Eta

EXPERIENCE

DIRECTOR OF DIGITAL STRATEGY AND COMMUNICATIONS / June 2015 – Present

Independence Visitor Center Corporation, Philadelphia, PA

Oversees communications and media relations / Executes digital marketing strategies and innovations / Strengthens brand's reputation as an industry thought leader / Reports to the Executive Vice President

Key Achievements:

- Developed media relationships and distribution tactics to disseminate press materials with a limited budget, securing broadcast media coverage with total Nielsen Audience of 36M and ad value of \$1M+
- Crafted crisis communications for sensitive issues of high public interest, receiving national coverage
- Increased digital reach by 80% by expanding online footprint and optimizing presence on Google
- Oversaw launch of \$1.1M, 42 ft. interactive digital wall, part of \$15M capital improvement project

CONTENT MANAGER / February 2014 – June 2015

TEDxPhiladelphia, Philadelphia, PA

Content manager for conferences produced by volunteer-driven, not-for-profit initiative licensed by TED and created in the spirit of the TED conference and its mission, "ideas worth spreading" / Oversaw launch of website valued at \$100K produced pro bono in collaboration with Happy Cog®

SOCIAL MEDIA AND PROGRAMMING MANAGER / April 2013 – June 2015

Witty Gritty Marketing and Events, Philadelphia, PA

Developed communications and social media strategy for nonprofits and purpose-driven experiences / Managed accounts for clients including obilize.org / Sustainable Business Network / Summer Search / University City Science Center / PHENND / Comcast NBCUniversal LIFT Labs

SOCIAL MEDIA CONSULTANT / February 2012 – March 2013

Visit Philadelphia, Philadelphia, PA

Managed successful social media partnership pilot program with the Independence Visitor Center Corporation / Developed a reporting template to monitor inquiries and track defined metrics / Exceeded all project goals, increasing follower base by 40% and achieving 100% engagement rate

MARKETING AND SPECIAL EVENTS COORDINATOR / October 2008 – September 2011

The Melting Pot Restaurants, Atlantic City, NJ

Developed and managed monthly marketing events for the top-performing location of a global franchise / Promoted brand experience at special events and trade shows / Raised \$60K+ for St. Jude's Children's Research Hospital "Thanks and Giving" campaign through corporate partnership

WEBSITE AND CUSTOM COMMUNICATIONS EDITOR / June 2007 - September 2008

Merion Matters, Parent Company of ADVANCE Healthcare Network, King of Prussia, PA

Wrote and edited for *ADVANCE for Healthy Aging*, a physician-reviewed magazine / Developed content for website and weekly e-mail newsletter with 30K subscribers / Created custom communications projects and print supplements for medical conference attendees / Awarded "Editorial Rookie of the Year"

WEBSITE EDITOR / May 2006 – June 2007

Campus Philly, Philadelphia, PA

Developed content for website and print collateral at City-funded nonprofit to engage and retain college students / Managed weekly e-newsletter / Hired and managed a staff of college interns each semester

EDITORIAL INTERN / May – September 2005

Philadelphia City Paper, Philadelphia, PA