

# Nicole Holman

150 Ridgecrest Drive • Fayetteville, GA 30215 • Phone: 404-771-0127 • Email: nholman2.pr@gmail.com • Portfolio: www.NicoleHolman.com

## Education

**Georgia State University, Atlanta GA**

August 2013

Bachelor of Arts, Journalism Concentration: Public Relations  
Minor: Marketing, HOPE Scholarship Recipient

## Skills

- Writing and editing in Associated Press style for press releases, feature articles, social media, pitching, talking points and speeches
- Internal and external corporate event planning, sponsorship management and intranet site management experience
- Proficiency in Microsoft Word, PowerPoint, Excel and Outlook, Adobe Photoshop and InDesign, Sharepoint and Cision
- Creative and strategic planning for campaigns, company goal-setting, community relations, employee relations and engagement
- Design and language skills for communications including newsletters, corporate videos, blogs, e-blasts and PPT presentations
- Strong leadership, team-building, writing, proofreading, editing, public speaking, project management and organizational skills
- Works well in a fast-paced environment with deadlines under pressure; detail-oriented, self starter, strategic thinker and planner

## Professional Experience

**Fernbank Museum of Natural History, Atlanta GA**

May 2015 - present

PR and Marketing Coordinator

- Pitch stories to media and assist with coverage of exhibitions, IMAX films and public programs to generate positive coverage
- Run lead on weekend programming days and develop communications plans for events, exhibition openings and IMAX films
- Write and edit press releases, develop story ideas and generate promotional opportunities to increase Fernbank's visibility
- Contribute to social media strategy and engagement, museum blog and assist with marketing copy, press materials and advertising

**Porsche Cars North America, Atlanta GA**

February 2014 - May 2015

Corporate and Internal Communications/Public Relations Intern

- Managed and produced all news content on PCNA's intranet site, Porsche Connect, while increasing employee engagement
- Organized internal events for employees including monthly town hall meetings, the Speaker Series and volunteering opportunities
- Wrote and edited employee communications across various departments including the weekly newsletter, intranet blogs and e-blasts
- Wrote executive communications such as talking points and assisted corporate communications manager with scripts and speeches
- Arranged brand representation including vehicle display, product specialists and giveaways for community events
- Coordinated sponsorships and events with non-profits such as the Ryan Cameron Foundation and Center for Civil and Human Rights

**Ask April Love PR, Atlanta GA**

January 2014 - March 2014

Public Relations Intern

- Brainstormed ideas for events, research media contacts using Cision, created media clippings and compiled and distributed press kits
- Managed the firm's social media networks, created and executed engagement strategies, and monitored social media influence
- Scheduled appointments, answered phones, sorted mail, ran errands, took meeting notes and performed other administrative duties

**The World of Coca-Cola, Atlanta GA**

December 2013 - March 2014

Guest Relations Ambassador (Part-Time Contractor - Vitesse Recruiting and Staffing, Inc.)

- Greet and engage guests through the attraction; Share stories and information about The Coca-Cola Company and the City of Atlanta
- Communicate the principles and values of the company through personal contact with guests to enhance the brand connection
- Provide necessary crowd control throughout the attraction and communicate with large groups and fellow team members

**Kontrol Magazine, Atlanta GA**

August 2012 - January 2014

Entertainment and Lifestyle Writer

- Conducted interviews with artists and celebrities and wrote cover articles for the Lifestyle section of the print and digital publications
- Increased subscription rates by encouraging people to subscribe and promoting the publication and its events via social media
- Managed guest check-in and celebrity V.I.P. seating at sponsored fashion shows and other Atlanta events

**Georgia State University - College of Arts and Sciences, Atlanta GA**

August 2012 - May 2013

Office of Graduate Admissions - Student Administrative Assistant

- Organized, filed, faxed and scanned confidential documents of prospective, current and past graduate students
- Scheduled appointments, answered phones, sorted mail and transcripts, and provided exceptional customer service to visitors

# Nicole Holman

150 Ridgecrest Drive • Fayetteville, GA 30215 • Phone: 404-771-0127 • Email: nholman2.pr@gmail.com • Portfolio: www.NicoleHolman.com

## **Georgia State University Campus Events, Atlanta GA**

April 2012 - April 2013

Public Relations Director

- Promoted the department and its events through social media and distribution of marketing and promotional collateral
- Implemented social media tactics and strategies to engage and build relationships with audience while increasing page traffic
- Informed 30,000 students about upcoming events through press releases, email blasts and press conferences
- Developed creative public relations and marketing campaigns to engage campus community while promoting events
- Pitched ideas and collaborated with student media for events while establishing a positive working relationship

## ***The Signal, Georgia State University Newspaper*, Atlanta GA**

August 2011 - October 2012

Associate Arts and Living Editor/Staff Writer

- Pitched topics for Arts and Living stories approved by the editor-in-chief and edited articles written by student reporters
- Gave reporters feedback on their work and managed section writing when Arts and Living Editor was unavailable
- Wrote reviews and feature articles on entertainment, events, people and organizations for the largest section of the paper
- Researched information on current affairs by interviewing businesses, organizations and students within Greater Atlanta area

## **Awards and Recognition**

### **Georgia College Press Association Award 2012 (GCPA Better Newspaper Contest)**

February 2013

- Best Entertainment Story, 3<sup>rd</sup> Place for "King of the Hill" - *The Signal*, Georgia State University

### **National Association of Campus Activities Award 2012 (NACA South Regional Conference)**

September 2012

- Best Student Educational Session: "Innovative Marketing Strategies" - GSU Campus Events and Spotlight Programs Board
- Best Marketing Campaign for "Blue at the Zoo" - GSU Campus Events and Spotlight Programs Board