



# NIKOLINA (NINA) VASIC

[nkvasic.com](http://nkvasic.com)

## Contact

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## Qualifications

- 5 years of experience planning and developing marketing campaigns and communications materials
- Demonstrated experience developing online and print content for students, alumni, and small businesses
- Excellent communication and interpersonal skills with a strong command of the English language
- Strong organizational skills and ability to handle multiple priorities with competing deadlines
- Advanced knowledge of Social Media platforms, Google Analytics, CMS platforms, MailChimp, Adobe software, and web publishing

## Profile

An experienced media and communications professional with over 5 years of experience developing outreach strategies. I have experience developing social media and online content, creating data-driven outreach campaigns and reporting on results, building relationships with influencers, press, and subject matter experts, event planning, budgeting, as well as writing and designing for online and print materials.

## Experience

### Marketing Coordinator

Monogram (formerly Palette Gear)

June 2018 — Present

My primary role is the development of all marketing communications materials, including planning project goals, strategies, and budgets. I write all press releases, website content, blogs, social media posts, newsletters, among others. I build relationships with subject matter experts and coordinate content development. I also maintain a database of press and media partners, track outreach, and report on results.

### Marketing Coordinator

Waterloo Regional Tourism Marketing Corp.

March 2017 — June 2018

In this role, I managed multiple clients, schedules, and their content in order to successfully coordinate online marketing campaigns. I assisted in planning events like Annual General Meetings and developed all social media and website content. I successfully raised the brand's online profile by over 900% on key online channels.

### Social Media Specialist

Diva International Inc.

March 2016 — Nov 2016

I managed the online community of an international brand and assisted in developing all content from posts, emails, blogs, and print materials. I built relationships with influencers and managed relationships to further the brand's online presence. I also managed the online community.

### Employment Officer

Conestoga College

Sept 2015 — March 2016

My main responsibilities included building relationships with employers tracking communications, job postings, candidate selection, interviews, and offers through an online database. This fast-paced role demonstrates my ability to manage multiple schedules and coordinate logistical and administrative aspects of thousands of co-op students and employers.

## Soft Skills



## Technical Skills

Social Media Platforms

Google Analytics

WordPress, CMS Platforms

CRM Tools

Adobe Creative Suite

Word, Power Point, Excel

## Education

Post-graduate Certificate,  
Integrated Marketing  
Communications  
**Conestoga College**

Honours Bachelor of Arts,  
Joint Degree in English  
and French Language and  
Literature  
**Wilfrid Laurier University**

## Experience

### Marketing Assistant

Conestoga College

Jan 2015 — Aug 2015

I researched and implemented a marketing communications plan to increase student awareness of Career Services on campus. This role was critical in my understanding of building relationships with other student services in order to effectively reach marketing goals. I also wrote copy for marketing materials like brochures, banners, and social media posts.

### Digital Content Curator

Sortable

June 2013 — Aug 2013

In this summer position I learned about curating and creating blog content to increase digital presence. I learned to 'listen' online and follow digital trends as well as use WordPress and keywords to build an online presence for the brand.

### Program Assistant

Employment and Social Development Canada

Nov 2012 — May 2013

I assisted in planning the inaugural award ceremony held at Parliament Hill in Ottawa. I coordinated travel arrangements for award winners, communicated with vendors and other internal and external audiences in French and English.

## References

Contact information of the following references is available upon request:

Andy Hayes

Product Experience Manager, Monogram

Minto Schneider

CEO, Waterloo Regional Tourism Marketing

Sheila Scott

Marketing Manager, Waterloo Regional Tourism Marketing

Teresa Lee

Employer Relations Consultant, Conestoga College

Melissa Denault

Employer Relations Consultant, Conestoga College

Drazenka Pantic

Team Lead, Employment and Social Development Canada