

# NICOLE KATZ

## CREATIVE MARKETER

### PERSONAL PROFILE

My successes have stemmed from essential skills, including multitasking, collaboration, and attention to detail. I aim to provide a unique and imaginative approach to every project I am a part of.

### SPECIALIZATIONS

- Microsoft Office
- Spreadsheets
- Analytics
- Salesforce
- Adobe Creative Cloud
- Google Certified
- Public Speaking
- MacOS
- Windows

### CONTACT DETAILS

n.katz2@umiami.edu  
nicolekatz0615@gmail.com  
LinkedIn: @nicolekatz

### ACADEMIC BACKGROUND

#### UNIVERSITY OF MIAMI

*Master of Business Administration*

- Aug. 2020 to May 2022
- Took up electives in strategic branding and digital marketing

#### UNIVERSITY OF MIAMI

*Bachelor of Business Administration*

- Aug. 2013 to May 2017
- Majored in Marketing and minored in Education
- President of Rho Lambda Honor Society

### WORK EXPERIENCE

#### ASSISTANT DIRECTOR OF ADMISSION

*Univ. of Miami Office of Undergraduate Admission | July 2017 to June 2021*

- Compile and generate spreadsheets to present to senior staff that capture all data related to the application process
- Upload and manage all admission decisions for first-year applicants (roughly 40,000 applications annually)
- Evaluate undergraduate applications and provide a recommendation regarding admission
- Create pivot tables in order to keep track of admission statistics
- Acts as the liaison between the Office of Undergraduate Admission and the Miami Herbert Business School.
- Presents a weekly information session to upwards of 200 visiting students and their families about the admission process
- Travel and recruit in New York (Long Island/Brooklyn), Florida (Orlando/Miami-Dade), Tennessee, and Louisiana in order to meet with prospective students, families, and high school guidance counselors

#### INTERN

*Mary Giuliani Catering & Events | Summers 2015 & 2016*

- Helped design and prepare promotional materials for the Manhattan restaurant/food hall, The Pennsy
- Sourced, assembled, and organized items to coordinate events held in the food hall
- Maintained and updated database of event files
- Worked hands-on at professional events in Manhattan (event set up, décor, scheduling)
- Facilitated communication between the Company and clients
- Coordinated party vendors and venues

### HONORS AND AWARDS

- **Iron Arrow Honor Society:** Membership is the highest honor that can be attained by a student or faculty member at the University of Miami. Recognizes those individuals who have demonstrated the highest level of character, leadership, scholarship, humility and love of alma mater.
- **The Girl Scouts Gold Award:** The highest award a Girl Scout can earn, combines leadership development, career exploration, self-improvement and community service. Awarded to 5.4% of Girl Scouts.