

# NIKKI COSTULAS

Digital Communications and Marketing Professional

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## PROFILE

Hi! I'm Nikki, a digital marketing professional with nine years of experience in the field of communications. During my career thus far, I have gained expertise in email marketing, website content creation, social media account management, event planning, photography, and more. I am a creative, organized, mission-oriented person who enjoys working with a team of like-minded individuals.

## EDUCATION

**B.A. Multimedia Communications**  
*Point Park University*  
August 2010- December 2013

## SKILLS

### Software

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Dreamweaver

### Web

HTML  
CSS  
Adobe Experience Manager  
WordPress  
Ingeniux  
Ektron  
CommonSpot

### Email

Magnet Mail  
Mail Chimp  
iModules

## EXPERIENCE

### Senior Digital Marketing Communications Specialist

*Eaton | April 2023 - Present*

- Collaborate with product management and marketing team on digital strategies to promote key initiatives
- Assist in developing web page content; build AEM pages aligned with business objectives
- Utilize applications such as Google Analytics, Brightedge, Clicktale, etc. to monitor web page results; make recommendations for improvement and implement those improvements
- Improve SERP rankings with effective SEO strategies, document and report results
- Manage social strategy, including the consumer strategy through Instagram.
- Manage, create and edit video content and manage video vendors
- Provide support for paid social campaigns and product launches, including budgeting, project management and vendor management
- Ensure correct brand, voice, and messaging in all communications

### Assistant Director, Advancement Communications

*Duquesne University | May 2018 - December 2021*

- Composed and transmitted broadcast email for the Office of Alumni Relations and other academic and administrative departments across the university
- Served as team lead for all alumni initiatives and events
- Managed, maintained, and generated content for department websites and online forms
- Supported digital fundraising initiatives by coordinating email and social appeals
- Created content for multiple social media platforms including Facebook, Twitter, Instagram, LinkedIn, etc.
- Supervision of the department's student intern and/or work-study

### Online Communications Coordinator

*American Society for Radiation Oncology (ASTRO) | May 2015 - May 2018*

- Strategically worked to manage content on ASTRO's multiple websites and enhance user experience
- Managed email marketing including coordination of calendar, designing email templates, and distributing mass marketing emails
- Created social media initiatives and worked to post timely messages, monitor responses, and grow ASTRO's overall online presence
- Assisted at ASTRO conferences with social media, marketing, and press

### Web Content Coordinator

*American University | January 2014 - May 2015*

- Updated and maintained department website
- Implemented social media initiatives to the campus community
- Designed marketing materials for on-campus events