

NICOLE SANCHEZ

347-804-9376 | nicole.sanchez0502@gmail.com

EDUCATION:

Long Island University - CW Post

B.S. in Communications, Minor in Public Relations

Class of 2023 - Magna Cum Laude (GPA 3.7)

EXPERIENCE:

Ground Up Intl - Marketing Assistant

2024 - Present

- Manage Instagram and TikTok content calendars, creating trend-driven posts that boost reach and engagement by 150%, including multiple viral TikTok's (500k+ views) and significant Instagram community growth.
- Produce, shoot, and edit short form video content to expand organic audiences and strengthen brand visibility.
- Plan and coordinate photoshoots from concept development and shot lists to talent/influencer coordination and content delivery for social and e-commerce use.
- Manage influencer partnerships and gifted/paid collaborations to generate high-quality brand content and extend reach.
- Design strategic decks to support internal planning and strengthen external brand partnerships.
- Built and manage Ground Up's Amazon Brand Store, optimizing listings and A+ content to improve product visibility and conversion rates.

World of Discovery Day Camp - Social Media Director

2022 - Present

- Develop and implement content strategies across TikTok, Instagram, and Facebook, helping double enrollment in 2025.
- Oversee daily publishing, community interaction, and platform growth, maintaining an active and engaging digital presence.
- Manage and mentor a small content team, ensuring consistent messaging and timely delivery.
- Collaborate with internal teams to align social media efforts with overall marketing goals.

Monetize Social - Freelance Social Media Strategist

2024 - 2025

- Created trend-driven content and branded visuals for clients including Visit Lauderdale and Dr. Eric Smith, boosting reach and engagement.
- Managed social media calendars, ensuring timely execution and consistency across platforms.
- Partnered with creative teams to deliver on-brand assets that aligned with client goals and deadlines.
- Developed and maintained influencer databases to support gifting initiatives and event marketing opportunities.
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Ali Fee PR - Fashion + Lifestyle PR Intern

2023 - 2024

- Built targeted media and influencers lists, coordinated gifting programs, and managed outreach to strengthen brand visibility for clients.
- Compiled press coverage reports and supported daily media monitoring to track client presence and opportunities.
- Researched industry trends and competitors to inform PR strategies and campaign planning.

Tory Burch - Support Associate

2022 - 2024

- Oversaw all administrative operations including client services, order processing, shipment coordination, and inventory management to ensure smooth store performance.
- Assisted in planning and executing in-store events and brand activations, enhancing customer engagement and sales opportunities.
- Produced localized social media content to support marketing initiatives and strengthen community presence.

LIU Panhellenic Association - Vice President of Public Relations

2022 - 2023

- Directed digital strategy and oversaw platform growth for campus sorority life, enhancing engagement and visibility.
- Created and published branded content for recruitment initiatives and campus-wide campaigns, strengthening brand awareness and member participation.

Alpha Epsilon Phi - Public Relations Chairperson

2021 - 2022

- Directed a social media rebrand, establishing a consistent and engaging digital presence for the chapter.
- Managed weekly content calendars and coordinated recruitment promotions to increase participation.
- Collaborated with the executive board to ensure content aligned with chapter events, messaging, and goals.

SKILLS:

- Meta Business Suite
- Adobe Photoshop, Lightroom, Premiere Pro, Audition,
- Canva, CapCut, iMovie