

# Nicole Gray

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## PROFFESIONAL SUMMARY

Results-driven digital marketer with 2 years of experience working on brand campaigns, promotions, and turning data into insights that make a difference. Known for combining creative ideas with a strategic mindset to boost engagement, support sales goals, and run successful multi-channel campaigns.

## EDUCATION

University of South Carolina | Darla Moore School of Business      Columbia, SC USA

### Bachelor of Science, Business Administration

Double Major: Marketing & Entrepreneurial Management

May 2023

**GPA: 3.8**

## PROFESSIONAL EXPERIENCE

### Marketing Manager | Madison & Co.

Greenville, SC USA

May 2023 – Present

- Led integrated marketing campaigns across email, social media, and in-store promotions, creating compelling content that attracted 39K new eCommerce visitors.
- Owned all email marketing initiatives for 21K contacts, including segmentation, weekly campaigns, and automated workflows to drive customer engagement and meet KPI goals.
- Boosted Facebook reach by 300% (390K users) and Instagram reach by 200% (48K accounts) in under 14 months.
- Launched and managed a new loyalty program that reduced brand loyalty marketing costs by 50%, increased program signups by 300%, and boosted sales by 16% within the first 3 months.
- Used customer insights and campaign data to enhance store experience, offerings, and digital strategies.
- Refreshed brand identity with new logos, color palette, and messaging aligned with target audience.
- Managed website product curation, SEO, landing pages, and merchandising for campaign alignment.

## ADDITIONAL EXPERIENCE

### Sales Associate | Madison & Co.

Greenville, SC USA

June 2021– Dec 2022

- Supported store operations with product research, tagging, and accurate entry into POS and inventory systems.
- Assisted management with merchandising plans and coordinated promotional displays aligned with campaigns.
- Delivered personalized customer service to build strong client relationships and loyalty.

### Lead Sales Associate | Old Navy

Greenville, SC USA

Mar 2019 – Aug 2020

- Coordinated team schedules, trained new hires, and supported leadership in visual merchandising.
- Oversaw inventory and ensured timely fulfillment of online and in-store orders.
- Developed strong communication and multitasking skills in a fast-paced retail environment.

## TECHNICAL SKILLS

Microsoft Office, Google Workspace, Business Profile and Merchant, Meta Business Suite, Instagram, Facebook, social media, Canva, Teams, Zoom, Shopify, Klaviyo, Constant Contact.

## SOFT SKILLS

Problem-solving, organizing, planning, critical thinking, self-motivating, initiative, cross-functional teamwork, analyzing & interpreting data, accountability, time management, adaptability.

## CORE SKILLS

Content creation, digital marketing, email marketing, copywriting, SEO, social media strategy, customer insights.

## CERTIFICATIONS

Google Digital Marketing & E-Commerce Certification, Google Ads Search Certification