

Nicole Gray

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I am a versatile and proactive marketing professional with experience in digital marketing, market analysis, campaign planning, branding, and copywriting. I bring 2 years of marketing experience and 5+ years in customer service. I thrive in marketing because of its dynamic blend of analytical and creative aspects. In my role as a marketing manager and throughout college projects, I consistently demonstrate initiative, driven by my need for personal growth, curiosity, and improvement.

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

- Developed and executed impactful campaigns across email, social media, magazines, and local news outlets.
- Increased Facebook reach by 300%, reaching 390k users from June 2023 to August 2024.
- Grew Instagram reach by 200%, reaching 48K unique accounts in 14 months.
- Attracted 28,000 new visitors to the e-commerce platform using social media, email marketing & in-store ads.
- Launched 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.
- Collected and leveraged customer feedback to enhance store experience, offerings, and social media strategies.
- Designed new materials including logos design, and brand fonts and colors selection for company rebranding.
- Managed website landing pages and product selection, categorization, SEO and visual representation to align with marketing campaign and optimize customer experience and conversion.

ADDITIONAL EXPERIENCE

Team Leader | Old Navy

Greenville, SC USA

Mar 2019 – Aug 2020

- Managed the women's department, including visual merchandising, inventory organization, and oversight of team members assigned to the area.
- Delivered exceptional customer service in a fast-paced retail environment.
- Fulfilled Buy Online, Pick Up In Store (BOPIS) orders under tight 2-hour deadlines, requiring strong prioritization and time management skills.
- Trained and mentored new employees, supporting a collaborative and productive team culture.

Sales Associate | Madison & Co.

Greenville, SC USA

June 2021– Dec 2022

- Delivered personalized customer service and guided product selection in a boutique retail environment.
- Set up in-store displays and merchandised product to optimize in-store sales.
- Entered new products into the inventory system and assisted with pricing and tagging.
- Supported store operations during peak periods to ensure a smooth and positive shopping experience.

TECHNICAL SKILLS

Microsoft 365, Google Workspace, Business Profile and Merchant, Meta Business Suites, Instagram, Facebook, social media, Canva, Teams, Zoom, Facebook Ads, Shopify, Klaviyo, Constant Contact

OTHER SKILLS

Problem-solving, organizing, planning, providing excellent customer service, leading, critical thinking, self-motivating, resource management, taking initiative, facilitating team collaboration, interpreting data, accountability.

CERTIFICATIONS

Google Digital Marketing & E-Commerce Certification, Google Ads Search Certification, CITI: Social & Behavioral Researchers