

# NICOLE ECHEVERRIA

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**Permanent Address:**  
1026 Frances Drive  
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## EDUCATION

**The University of Michigan**, Ann Arbor, MI  
Concentration: Economics, Minor: Classical Civilizations

Expected Graduation: May 2015

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## EXPERIENCE

**Canterbury House** January 2014-Present  
*Communications Coordinator*

- Manage all social media channels, write articles for future newsletters, research new online marketing strategies, and advertise upcoming concert and religious events to increase student awareness and participation

**CareerContessa.com** January 2014-Present  
*Editorial Intern*

- Transcribe interviews and write corresponding introductions and taglines to be featured on the company website

**Peek.com** June 2013-December 2013  
*Social Media Intern, Copywriter, Blog Contributor*

- Increased the follower count of Instagram by 87%, Twitter by 42%, and Pinterest by 58%
- Wrote persuasive copy for international & domestic vendors, produced editorial content for the company blog and social media sites, as well as provide market research for effective upcoming social media campaigns

**HerCampus.com in partnership with SELF Magazine** April 2013-June 2013  
*Featured Blogger*

- Chosen out of all applicants as one of 7 bloggers to post about "Lose the Freshman 15" fitness and nutrition challenge
- Adhered to strict deadlines by writing content and utilized various social media outlets to publicize and promote blog posts

**College of Language Science and the Arts – Instructional Support Services**, Ann Arbor, MI January 2013-May 2013  
*Media Assistant I*

- Responsible to troubleshoot, test, clean, and perform minor maintenance on loan and in-class equipment

**Occupational Safety and Health Administration**, New York, NY Summer 2012 and 2013  
*Office Automation Assistant*

- Assisted in daily administrative functions of the company, provided customer service, worked with government stakeholders, used Microsoft Excel to calculate daily expenses and time sheets, and coordinated workplace health and safety training

**Housing Authority of Winston-Salem**, Winston-Salem, NC February 2012-May 2012  
*Human Resources and Public Relations Intern*

- Published press releases, provided social media market research, coordinated special events, and learned about the creation and enforcement of Human Resources policies and procedures as well as employee training and retention practices

**USA Today**, Virtual Location June 2011-Present  
*Contributing Writer*

- Published in the USA Today 2013 College Guide in partnership with the Princeton Review, on sale from September 11th 2012 until November 9th 2012 (pg. 72)
- Published several posts on the USA Today College blog and pitched new story ideas to an online editor on a monthly basis

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## ACTIVITIES

**Michigan Union Board of Representatives** January 2013 – Present  
*Web Coordinator*

- Represent undergraduate students in decisions involving the Union, and update content for the MUBR website

**University Unions Marketing Advisory Committee** September 2013-Present  
*Committee Board Member*

- Contributed to the development of the next Union marketing campaign, and volunteer at Union-Student outreach events

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## SKILLS AND INTERESTS

• Social Media fanatic • Knowledgeable in all Microsoft Office programs and Hootsuite • U of M sports and NYC enthusiast