

NICOLE ASHLEY ZWIERS

Communication Leader

CONTACT ME

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☎ (269) 757 2581

EDUCATION

**BACHELOR OF ARTS:
Strategic Communication**
Calvin College, MI (2016)

**MASTER OF ARTS:
Integrated Marketing
Communication**
Marist College, NY (2021)

SKILLS

Content Strategy
Inbound Marketing
Public Relations
Customer Experience (CX)
User Experience (UX)
Web Development
SEO & Analytics
Social Media Marketing
Copywriting
Editing
Project Management
Email Marketing
Photography

ABOUT ME

I am a content director, communication consultant, and adjunct professor—with a track record for directing strong integrated communication strategies. With experience in digital marketing, UX and SEO, PR, advertising, and social media, I offer a united approach to strategic communication.

EXPERIENCE

CONTENT DIRECTOR

Bethany Christian Services | Nov. 2019 - Present

- Supervise and coach a team consisting of a Senior Editor, Content Writer, Fundraising Content Writer, Social Media Content Specialist, Search Marketing Specialist, and Proofreader, which is responsible for writing and editing client stories, informational articles, advertising copy, marketing materials, and more.
- Direct strategic, integrated campaigns for fundraising and client recruitment efforts, both nationally and for Bethany's 30+ branches and 4 country offices.
- Interface between other communication experts—including PR, internal, executive, and fundraising teams—to ensure consistency in messaging strategy and execution.
- Coordinate paid and organic content marketing efforts, by writing and implementing new advertisements, nurture tracks, talking points, news statements, blogs, emails, website copy, social media posts, and more.
- Manage marketing video creation alongside Director of Video, including recruiting leads, writing scripts, and reviewing clips.
- Contributed to social media follower growth of more than 71,000 users over two year period by conducting audience research, testing, and analysis.
- Lead digital content strategy for Bethany's website, coordinating UX tests, SEO optimization, and execution of consistent messages site-wide.
- Launched a new stories and resources hub, acquiring more than 1,000 active subscribers to email newsletter in one year period.

ADJUNCT PROFESSOR OF COMMUNICATION


Calvin University | July 2022 - Present

- Teach public relations course to students pursuing communication and marketing majors, as well as those in other diverse fields.
- Instill the understanding that public relations is an important management function, built on solid ethics, strong communication, and mutually-beneficial relationships.
- Combine my real-world experience, examples, and connections to help students build their communication skills and portfolios.

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COMMUNICATION CONSULTING

 zwierscommunications.com

 nicole@zwierscommunications.com

EXPERIENCE CONTINUED

COMMUNICATION CONSULTANT

Zwiers Communications | Feb. 2017 - Present

- Lead team of independent contractors focused on bringing brands' stories to life through content creation, media relations, design and merchandising, social media, email marketing, SEO optimization, and website creation.

PREVIOUS ROLES AT BETHANY CHRISTIAN SERVICES

Content Manager | Sept. 2018 - Nov. 2019

Marketing Coordinator | Feb. 2017 - Sept. 2018

- Directed the content strategy for Bethany's new website, which launched in 2019, serving as the primary point of contact for brand voice and copywriting.
- Supervised the content strategy for Bethany's 2019 brand awareness campaign and executed the radio scripts, billboards, landing pages, and email nurture tracks.
- Launched a partnership with radio personality Willie Moore Jr. that recruited over 260 new African American families interested in foster care or adoption.
- Developed Bethany's first client personas for pregnancy counseling and foster care service lines, by analyzing data and conducting staff interviews.
- Managed vendor partnership to launch local and national PR efforts.
- Managed all Facebook ad campaigns for each of Bethany's 38 national branches
- Created annual social media strategies and helped develop short advertisements, stories, and graphics.