

Nikki Koontz

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PROFESSIONAL EXPERIENCE

2015 – Present: Southern Utah University; Cedar City, UT

Assistant Director of Marketing Communication

- Build, maintain and protect SUU's reputation and brand image
- Develop and implement digital content strategy for brand awareness, recruitment and retention
- Increase media exposure by developing key relationships and crafting effective pitches
- Plan, create and direct recruitment and branding videos
- Helped increase enrollment by 4.71% from 2015 to 2016
- Oversee all social media platforms (Facebook, Twitter, Pinterest, Instagram, Snapchat, YouTube & LinkedIn)
- Increased Instagram followers by 28%, increased Twitter followers by 20% and increased Facebook followers by 10.5% from 2016 to 2017
- Maintain an average of 6.5% engagement on Twitter posts and an average of 4% engagement on Facebook posts
- Earned national recognition for social media efforts by Rival IQ's 2017 Higher Ed Report
- Measure and analyze web analytics for campaign effectiveness
- Supervise six student employees
- Oversaw branding and collateral material for SUU's "University of the Parks" trademark
- Won the PR Daily's 2016 Video Award for SUU's Personalized Attention recruitment video

2013 – Present: Southern Utah University; Cedar City, UT

Adjunct Professor for Arts Administration

- Helped create and develop online masters program in the Arts Administration Department
- Built online marketing course and event planning course using Canvas
- Establish course objectives, learning outcomes, syllabus and assignments
- Provide guidance and mentoring for Arts Administration graduate students
- Evaluate students understanding of subject material and document their academic progress

2011 – 2015: Utah Shakespeare Festival; Cedar City, UT

Media and Public Relations Manager

- Produced and implemented a public relations campaign, that included a community relations plan
- Served as the media's primary contact with the Festival
- Oversaw all social media platforms (Facebook, Twitter, Google+, Blogger, Pinterest and Instagram)
- Managed, created and updated original content for all platforms
- Increased Facebook page likes by 50% while maintaining high engagement rating
- Planned and oversaw all non-paid media exposure
- Maintained relationships with the media, volunteers, and community members
- Coordinated several media trips throughout the year to large markets in the Western United States
- Wrote and distributed articles and press releases
- Tracked and evaluated the effectiveness of the public relations campaign
- Coordinated special events

2008 – 2011: Hilberry Repertory Theatre; Detroit, MI

Director of Marketing

- Managed all marketing and publicity for the Hilberry, Bonstelle, and Studio Theatres, which produce fourteen productions and serve nearly 35,000 patrons annually
- Maintained an annual marketing budget of \$40,000

- Directed and implemented a strategic marketing and media plan
- Created special promotions and wrote/designed print, radio, online and outdoor advertising
- Tracked and evaluated buyer trends and special promotions for effectiveness
- Supervised and organized special opening night and subscriber events
- Coordinated and executed discussion series and talkbacks for Hilberry productions
- Involved in facilitating relationships with community partners, media contacts and subscribers
- Oversaw the creation and implementation of a new marketing structure
- Led a team of three full-time and two part-time staff members

Box Office Manager

- Oversaw and managed three separate theatres performance spaces; 534-seat ¾ thrust theatre, 1,048-seat proscenium theatre, and 100-seat black box theatre
- Hired, trained and supervised five box office employees
- Implemented an extended customer service model for the Theatres
- Established a Donor Appreciation Program
- Processed individual and subscription ticket purchases and exchanges
- Executed end-of-day, performance sales, and donor reports using ProVenue ticketing system
- Acted as liaison between the marketing, development and operations departments
- Provided quality customer service to theatre patrons, donors and company members

Associate Director of Marketing

- Publicist and graphic designer for four shows at the Studio Theatre
- Helped generate a 47% increase in ticket sales from previous season
- Maintained an online marketing presence by updating several online accounts
- Implemented creative and free marketing tactics
- House Managed 30 performances at the Hilberry Theatre

2005 – 2008: Disneyland Resort; Anaheim, CA

Disney Vacation Club Coordinator

- Developed job description, roles and responsibilities for DVC Coordinator
- Implemented new scheduling and vacation procedures and policies by creating new forms, deadlines and Excel spreadsheets
- Tracked and maintained hourly cast members' time sheets
- Provided quality customer service to DVC members, hotel guests and cast members
- Organized quarterly sales events

EDUCATION

Wayne State University; Detroit, MI

- Master of Fine Arts, Theatre Management (2011)
 - * Guest Lecturer for Introduction to Theatre, 2008 - 2011
 - * Golden Key International Honor Society, 2008 - 2011

California State University, Fullerton; Fullerton, CA

- Bachelor of Arts in Theatre, Cum Laude (2008)
 - * Participated in International Program, 2006-2007: Middlesex University, London UK

SOFTWARE SKILLS

Hubspot, Asana, Cision, Expert File, Meltwater, Prezi, Constant Contact, SurveyMonkey, Canvas, Adobe InDesign, Adobe Photoshop, Microsoft Word, Excel, PowerPoint