

# Nicole Livering

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## MEDIA PROJECT MANAGER | MARKETING

Creative, driven and adaptable Project Management, Marketing, and Media Professional with strong experience managing complex high-stakes projects and productions, ensuring timely completion and high-quality deliverables. Skilled in complex project execution, logistics and planning, partnering with cross-functional teams, and budget oversight. Expert at working under pressure and a strong proponent of top-notch communication and organization.

### PROFESSIONAL SKILLS

Event Management | Digital Marketing | Project Management | Social Media Marketing | Vendor Logistics | Budgeting | Brand Management | Website Creation | Photography | Videography | Graphic Design

### TECHNICAL SKILLS

Adobe Creative Suite | Dropbox | Slack | Monday | Wrike | Asana | Google Suite | Microsoft Office Suite | Canva | Zoom | Mailchimp | Cvent

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### PROFESSIONAL EXPERIENCE

#### MEDIA PROJECT MANAGER | *Dutch Bros Coffee HQ* | Remote | Jul 2019 - Present

Oversaw planning, execution, and completion of all media and events projects, managed in-stand music platform company-wide, executed all internal company communications, and managed education benefits program for 10,000+ employees.

- Increased productivity by planning, organizing, and managing 300+ projects, including requests, timelines, budgets, revisions, and productions for all departments.
- Implemented organizing, tracking, and request process, improving project turnaround time and increasing efficiency.
- Sourced, tested, curated, and launched new in-stand music platform for all 900+ shops, saving company over \$100K annually.
- Managed Education Benefits Program and increased user participation by 127% YOY.
- Managed and executed all internal company communications and sent emails twice weekly to over 700+ HQ employees, improving company transparency.
- Managed team of 12 employees and oversaw all logistics, travel, budget, and day of operations for over 80+ productions and shoots.

#### FREELANCE SERVICES | *Freelance* | Remote | Jan 2018 - Present

Provided clients with events management, executive assistance, brand management, content creation, website building, and social media services.

- **Events:** Managed event logistics for regional music venue, hosting concerts with 15,000 attendees per weekend, resulting in over \$200K in profit.
- **Brand Management:** Oversaw all aspects of client's brand, including strategic marketing plans, creative development, media management, budget oversight, and daily administration - resulting in increased brand awareness.
- **Content Creation:** Traveled nationwide to shoots as content producer, videographer, and photographer.

- **E-commerce & Websites:** Developed and designed business websites, some incorporating e-commerce features, improving brand performance
- **Social Media:** Created, managed, and designed content for social media accounts, resulting in more engagement, comments, and follows.
- **Executive Assistant:** Provided executive assistance and daily task management for 4 high-profile business owners and influencers.

**FIELD MARKETING SPECIALIST** | *Field Scout* | Remote | Mar 2024 - Present

Represented Subaru and REI in public-facing event activations to showcase new products.

- Professionally represented Subaru and REI while providing information and answering questions about new 2024 vehicles and gear displayed.
- Interacted with 200+ event attendees daily and handed out free branded gifts to create brand recognition.
- Coordinated logistics and details with event organizers to ensure streamlined and productive activation execution.
- Manually set up, tore down, and staged all branding elements using power tools and heavy equipment.
- Drove 2,000 miles nationwide while driving a branded vehicle and towing a trailer.

**DIGITAL SALES COORDINATOR** | *KEZI 9 News* | Eugene, OR | Jan 2018 - Jul 2019

Managed all aspects of digital marketing for 15+ clients and 8 account executives in an agency setting. Coordinated all stages of client relationships, including researching, pitching, implementing, optimizing, reporting, etc.

- Managed digital advertising campaigns by monitoring and optimizing key metrics, including click-through rate, cost-per-click, and conversion rate, and reported metrics through Google Analytics.
- Improved Digital Sales Manager's productivity by implementing project management system and streamlining all internal and external communications, resulting in increased performance.
- Created and managed client website builds, social media accounts, digital graphics, etc. increasing client turnaround time and reducing costs.
- Created monthly reports detailing billing and booking metrics for all active digital campaigns via billing & booking programs, campaign monitoring systems, and order entry & reporting systems.

**SOCIAL MEDIA MANAGER** | *Willamette Country Music Concerts* | Remote | Aug 2016 - Jan 2018

Managed all social media accounts for Willamette Country Music Concerts, Country Crossings Music Festival, and Mountain Home Country Music Festival and worked on-site backstage during festival week.

- Created, strategized, executed, and optimized all social media content across Instagram, Facebook, Snapchat, and Twitter.
- Moderated and answered thousands of fan comments, questions, and messages, increasing response time and positive feedback.
- Developed posting calendars and generated weekly analytics in collaboration with the festival admin team, increasing sponsor and vendor satisfaction.
- Traveled onsite to each festival and managed artist Meet and Greets, live-documented artist performances for social media, and more.

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**EDUCATION**

**Anthropology** | *University of Oregon* | **Bachelor of Science:** Eugene, OR