



Nicole Bullock

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About Me

A refreshingly unique and passionate writer with a flair for digital marketing, social media strategy, content curation, and thought leadership. I believe in working hard and playing harder. I am seeking a creative and innovative search marketing or social media management position.

Experience

Social Media Manager - Lead Media Partners

May 2012 to September 2013

Social media manager and online community manager for DegreeSearch.org, a website that provides resources to students who are looking to return to college. I managed the brand's online reputation and interacted with our followers, including students, education enthusiasts, and the higher education community on social media. I led the content strategies for the [DegreeSearch blog](#), wrote 70% of the content for the site, and provided guest blog outreach. I was the public face of the company on Facebook, Twitter, Pinterest, LinkedIn, and Google+. In June 2013, my focus was shifted to social media strategy for the public launch of a new site, www.croovy.com.

Secretary/Treasurer – Social Media Club of Salt Lake City

April 2012 to present

I serve on the leadership board of Social Media Club of Salt Lake City, acting as secretary/treasurer. I assist with promotions, event planning, social media outreach, blogging, and managing the finances of the organization.

Search Engine Optimization Specialist – SEO.com

December 2010 to May 2012

I acted as a search engine optimization specialist and copywriter. I was involved with projects for clients including, keyword research, competitor analysis, guest blog outreach, and linkbuilding. I focused my efforts at SEO.com through content editing, keyword optimized copywriting, content curation, and sharing client content over social media.

Publisher and Social Media Strategist – Cute Culture Chick

January 2007 to present

I began blogging in 2002, and decided in 2007 to use blogging as a platform for professional communication. I maintain www.cuteculturechick.com and www.beautyandthebypass.com, and offer blogging and social media consulting on a freelance basis.

Education

Brigham Young University Idaho – Associate Degree in Language and Letters

1998 - 2000

Emphasis in humanities – graduated with honors

Skills

- Active participation, advertising strategy, and community management on the following social media platforms: Facebook, Twitter, LinkedIn, Google+, Instagram, and Pinterest
- Microsoft Word, Excel, PowerPoint, and all equivalent programs in Google Docs
- Publishing on Wordpress, Blogger, Tumblr, and other blogging platforms
- Technical writing, editing, search engine optimized copywriting, and keyword research
- Public speaking and training for topics related to social media and search engine optimization
- Google Analytics, Google Webmaster Tools, Google Authorship