

# Nicole Reed

SENIOR MARKETING & PARTNERSHIPS LEADER | INFLUENCER STRATEGY | BRAND GROWTH  
OMNICHANNEL CAMPAIGNS | EU AND US CITIZEN

Strategic and creative marketing leader specializing in influencer and creator partnerships that drive both brand equity and measurable growth. Experienced in scaling programs from inception to maturity, managing seven-figure budgets, and building long-term relationships. Combines product marketing, performance analytics, and storytelling to deliver integrated campaigns that convert audiences into customers.



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## EXPERIENCE

### FEBRUARY 2023-FEBRUARY 2026

PARTNERSHIPS DIRECTOR, WIX

- Developed and led influencer marketing strategy across TikTok, Instagram, YouTube, and X, managing a \$1.6M budget.
- Built and managed a diverse roster of 60+ micro and macro influencers to drive brand awareness, product adoption, and engagement.
- Negotiated contracts, oversaw campaign timelines, and ensured content aligned with brand voice and FTC guidelines.
- Optimized performance using social analytics (TikTok Creator Tools, Meta Insights), securing 1M+ video views and 280K+ organic cross-platform impressions.
- Created and maintained a comprehensive influencer content calendar aligned with product launches and seasonal priorities.

### APRIL 2022-FEBRUARY 2023

PRODUCT MARKETING MANAGER/ECOMMERCE, WIX

- Led cross-functional teams (design, dev, QA, content) to launch SEO-optimized landing pages for Wix eCommerce.
- Spearheaded quarterly multichannel campaigns from kickoff to execution; improved visibility and UX based on conversion data.
- Created dashboards to enhance transparency and workflow efficiency across marketing stakeholders.

### SEPTEMBER 2021-JANUARY 2022

MARKETING MANAGER, MODERN PICNIC

- Directed marketing strategy across influencer, affiliate, paid, and social channels, supporting \$2M annual revenue goals.
- Scaled influencer program and established long-term creator partnerships, resulting in consistent content and brand equity.
- Led UX and CRO projects that increased site conversion rate to 2.2%.
- Managed a team of 3; facilitated weekly stand ups and strategic growth planning.

**MAY 2018-SEPTEMBER 2021**

BRAND COMMUNICATIONS LEAD, ELEPHANT INSURANCE

- Launched go-to-market brand strategy and enforced consistent messaging across paid and owned channels.
- Managed \$400K+ in paid social budget, driving a 60% increase in conversion rates.
- Collaborated cross-functionally with design, content, and media teams on campaigns aligned with brand values.

**OCTOBER 2016-MAY 2018**

SOCIAL AND CONTENT STRATEGIST, SELF EMPLOYED

- Created SEO-informed blog and social content strategies to grow reach and improve engagement.
- Increased conversion and awareness for 5+ clients through strategic content campaigns and performance optimization.
- Delivered quarterly reporting on engagement and CTR via Google Analytics and native social tools.

**JUNE 2015-SEPTEMBER 2016**

INTEGRATED PRODUCER, VLADIMIR JONES

- *Promoted to Integrated Producer in 6 months*
- Led 10+ campaigns from scope to launch with \$100K-\$3M budgets.
- Managed internal and vendor teams to deliver full-scale video, digital, and experiential campaigns.

**JUNE 2014-MAY 2015**

DIGITAL ACCOUNT MANAGER, JEMSU INC

- Oversaw 60+ digital accounts across web development, SEO, and social media.
- Increased client retention rate by 9% through tailored growth plans and performance reporting.

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**SKILLS**

Strategic Partnerships • Influencer & Creator Marketing • Brand Partnerships  
GTM Strategy • Budget Ownership • Contract Negotiation • Full-Funnel  
Campaign Strategy • Performance & Growth Marketing • Cross-Functional  
Leadership • Product Marketing Collaboration • Campaign Analytics & KPI  
Reporting • TikTok & Meta Platform Expertise • Google Analytics

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**EDUCATION**

**BACHELOR OF ARTS**

Fashion Marketing, Virginia Commonwealth University

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**LANGUAGES**

English • Czech • German

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