

NIKI OLSEN

BROOKLYN, NEW YORK

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An experienced brand strategist with a demonstrated history in digital media, a drive for content creation, contextual marketing, and unapologetic love for pop culture.

JUN GROUP | SENIOR STRATEGIST & DESIGNER 2022 TO PRESENT

- Spearhead pre-sales strategy and design for top-billing clients (e.g. Moderna, McDonald's, Walmart, and Nissan) and high-level partnerships across brand, shopper, and influencer opportunities
- Successfully improve team processes and execute internal strategy projects such as product tests, monthly newsletters, and cross-team training
- Oversee team functionality and camaraderie through team-building activities and touch bases
- Interview, onboard, manage, and mentor new hires on the sales strategy team

STRATEGIST & DESIGNER 2019 TO 2021

- Conceptualize and produce multi-screen advertising campaigns for brands, such as the NBA, Pandora Jewelry, Paramount Pictures, Gillette, and Ciroc, across all business verticals
- Execute and maintain high-level partnerships and digital campaigns for Fortune 500 companies, namely Lowes, Best Buy, and Home Depot
- Lead strategist for growing Amazon Hub partnership generating \$3MM in revenue across 15 brands in 2021
- Design custom client-facing presentations, brand studies, rich media, and augmented reality mockups
- Develop UX and build microsite wireframes for Walmart direct clients
- Collaborate with sales team for proposal generation, sales strategy, pitch language, and client follow-ups
- Devise influencer campaign strategies for brands such as Schick Intuition
- Manage product functionality and feasibility with ad ops teams in order to successfully launch campaigns

SALES STRATEGY COORDINATOR 2018 TO 2019

- Optimized digital ad campaigns for Fortune 500 brands to ensure top performance
- Assisted sales team with all pitching materials, presentations, and client follow-ups
- Collaborated with stakeholders to manage external and internal deliverables by working across various functional teams
- Built an internal process to track, analyze, and report monthly strategy and trends across 718 proposals submitted in 2019 in order to craft an end-of-year business insights presentation for the whole company

MEDIACOM | GLOBAL STRATEGY ANALYST, DELL ACCOUNT 2017 TO 2018

- Produced global intelligence reports across multiple BUs on a quarterly basis
- Developed and managed the team's internal competitive intelligence database
- Contributed to global Dell B2B strategy plans based on data sources at the team's disposal in conjunction with current knowledge of the dynamics in the media landscape
- Identified opportunities to streamline processes relating to global strategy intelligence

SPECIALIZATIONS

Adobe Creative Suite | MS Office Suite | CRM Systems (Salesforce) | SQL | Keynote | Nielsen | IRI | AdWords | inbound marketing | investment marketing | influencer marketing | competitive evaluations | graphic design

EDUCATION

University of Illinois 2017
Naperville North 2013