

NIKKI NELSON

CONTACT

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www.nikki-nelson.com

EDUCATION

ASSOCIATE OF ARTS, FILM
AMERICAN RIVER COLLEGE |
CURRENT

BACHELOR OF ARTS,
COMMUNICATION, PUBLIC RELATIONS
CALIFORNIA STATE UNIVERSITY,
SACRAMENTO | 2013-2018

MARKETING, MEDIA AND CULTURE
UNIVERSITY OF BRIGHTON,
ENGLAND | FALL 2017

SKILLS

- Adobe Photoshop, Lightroom
- Photography
- Microsoft Office: Excel, PowerPoint, Word, Teams
- Social Media Marketing
- Event Coordination
- Videography
- Administrative duties

WORK EXPERIENCE

PRODUCTION ASSISTANT

FILM AND TV | 2022-CURRENT

- Basecamp, BG and First Team PA
- Use Epic and physical forms (I-9's) to process BG
- Show list available upon request.

PHOTOGRAPHER

NIKKI NELSON PHOTOGRAPHY | 2018-CURRENT

- Have photographed artists such as: John Mayer, Ringo Starr, REO Speedwagon, Chris Brown, Luke Combs and more
- Captures photos and edits in Adobe Lightroom and Photoshop
- Sets up lighting for backstage meet and greets and other content
- Coordinates all photo sessions; signs contracts and communicates with talent/clients to make any necessary arrangements

PROMOTIONS COORDINATOR

IHEARTMEDIA | DECEMBER 2018-APRIL 2020

- Collaborated with multiple departments to create and execute promotions from start to finish.
- Managed a team of 10-15 representatives
- Coordinated and oversaw on-site appearances, remotes and events.
- Supervised prize inventory
- Oversaw the fulfillment of contest rules, waivers, and release forms for on air, digital, social media and other contests.
- Assisted in managing social media marketing across six stations
- Created basic promotional signage/displays through photoshop

PROMOTIONS REPRESENTATIVE

IHEARTMEDIA | 03/2018-12/2018

- Filled in for management team | 10/2018-12/2018
- Created online contests through Aptivada
- Street team events: engaged with listeners, managed social media to promote the client, photo recap, set up/broke down event equipment
- Ran camera/sound during live artist performances

PR/MARKETING INTERN

GIRLS ROCK SACRAMENTO | 02/2018-07/2018

SALES ASSOCIATE

ULTA BEAUTY | 1/2017-8/2017 | 2/2018-7/2018

SALES ASSOCIATE

PACSUN | 2/2015-6/2016

MUSIC MANAGEMENT INTERN

ENTERCOM RADIO | FALL 2014 | SUMMER 2017

PROMOTIONS INTERN

ENTERCOM RADIO | SUMMER 2014

OTHER EXPERIENCE

- Monthly music meetings at Entercom Radio to help select new music to play on air 2014-18
- Box Office Support for Sol Blume Festival/Wonderful Union
- Public Relations Student Society of America (PRSSA) | 2018