

# NICHELLE SUZANNE STRZEPEK

I am a versatile digital marketing and communications professional with 15 years of experience across multiple industries. For over 7 years, I have led and implemented social media, blog and email content strategy for two of Houston's best-known institutions, quadrupling the number of new social media account followers and consistently achieving 56-85% blog engagement rates on posts written for my current company's career blog. A self-starter and consummate team player, I bring adaptability, dependability and creativity to every role and have helped my teams and direct reports meet tight deadlines, problem-solve, improve processes and successfully execute multi-channel campaigns aligned with organizational objectives.

## WORK HISTORY

### **Sr. Social Media Marketing Specialist and Writer, November 2022 – Current**

Texas Children's Hospital - Employer Brand & Recruitment Marketing

- Increased organic social media post reach by 108% by developing and implementing social media strategy driven by data and 15 years of experience.
- Achieve blog content engagement rates between 56 and 85% by writing SEO-optimized content infused with audience-aware and compelling storytelling.
- Quadrupled the number of new followers and increased page and profile impressions by 82% in one year, improving the overall growth and reach of our social media channels.
- Attract top-tier talent by collaborating with cross-functional teams to align content strategies with departmental objectives.
- Oversee select emails, newsletters, one-pagers, graphics and video by writing, designing, editing and shooting content that effectively communicates the hospital's employer brand.
- Present and report regularly on digital content strategy, planning, analytics and outcomes to team, supervisors and executives.
- Managed social media strategy and made foundational contributions to the development of messaging, print collateral and promotional merchandise during the launch of a new employer brand campaign.

### **Web and Social Media – Team Lead, April 2021 – November 2022**

#### **Web and Social Media Specialist, Jan 2017 – April 2021**

Rice University - Development and Alumni Relations

- Upon promotion to team lead, guided a remote team of digital specialists with empathy and respect while exceeding expectations in all established duties.
- Increased alumni engagement annually over 5 years by playing an essential role in the strategic planning and execution of digital marketing for high-priority departmental events and initiatives.
- Grew the alumni audience by 86% by delivering effective, brand-aligned social media content informed by social listening tools, data, and experience.
- Boosted engagement by directing promotional videos, interactive event installations and user-generated content campaigns with attention to detail.
- Improved quality of constituent email communications by applying existing knowledge of email marketing and HTML and acquiring advanced skills in email segmentation and CRM systems.
- Strengthened relationships with content creators across the organization.

### **Entrepreneur, Content Manager, Writer, Journalist, Jan 2009 – Jan 2017**

- Single-handedly developed one of the most visited online dance publications in the U.S., growing readership of DanceAdvantage.net from zero to 200K pageviews per month by developing, writing, editing and curating all SEO-optimized blog, social media and email marketing content.
- Delivered interviews, critical reviews, entertaining listicles and well-researched feature articles with keen understanding of audience and a commitment to delivering fresh perspectives for publications like Rockettes.com, Arts+Culture Texas, Houston Ballet, etc.

## CONTACT

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## Portfolio:

[nichellesuzanne.com](http://nichellesuzanne.com)

## SERVICE AND HONORS

**Marketing Committee Chair,**  
National Dance Week  
Foundation, 2013

**Inaugural Board Member,**  
Frame Dance Productions, 2012

**Presenter & Panelist,**  
Dance/USA Conference, 2012

## SKILLS

- Leadership & Team Management
- Collaborative Decision-Making
- Strategic Planning & Execution
- Community Engagement
- Brand Management & Perception
- Multichannel Communications
- Project Management
- Stakeholder Engagement
- Analytics & Data-Driven Insights
- Cross-Functional Collaboration
- Email Segmentation
- HTML/CSS
- AP Style

## TOOLS

- Adobe Creative Suite
- Microsoft Teams & Sharepoint
- Blackbaud CRM
- Blackbaud Internet Solutions, MailChimp, Bronto
- Drupal, Wordpress
- Sprout Social, HootSuite, Buffer, Coschedule
- Adobe Photoshop, Canva
- Slack, Asana, Teamwork, Podio, Trello, Google Workspace, Smartsheet
- Semrush
- AI/ChapGPT
- Zoom

## EDUCATION

**Bachelor of Arts, Dance**  
GPA 3.758 Summa Cum Laude  
Slippery Rock University of  
Pennsylvania, December 1999