



nicole.friesema@gmail.com
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Education **Pittsburg State University**
MBA, Master of Business Administration

Iowa State University
B.A. Advertising and B.S. Psychology

- Work Experience**
- Associate Director, Account Operations, SSCG Media – New York, NY (Remote)** Jan 2023 – Feb 2024
Drove standardization, efficiency, and consistency in process for various healthcare clients
Formalized SOPs for key communications with client, agency, and vendor teams
Managed calendar of core client deliverables throughout the year
Developed and led the onboarding process for new clients and new employees
- Senior Campaign Program Manager, VMLY&R – Kansas City, MO** April 2021 – Jan 2023
Led a cross-functional team to deliver creative campaigns on time and within budget
Managed \$18MM in revenue for campaigns including email, social, search, and CX strategy
Secured, allocated, and shifted resources to ensure balanced workload
Assisted leadership with annual planning and SOW development
- Senior Project Manager, Wunderman Thompson Health – Kansas City, MO** Nov 2018 – March 2021
Led the annual scoping and agency staffing forecasting for approx. \$10MM in revenue
Tracked and analyzed weekly burn reports
Ensured project deliverables were executed on time and within budget
Managed timelines and budget for digital, social, and print campaigns
- Associate Project Manager, Sullivan Higdon & Sink – Kansas City, MO** March 2018 – Nov 2018
Owned the overall project and campaign workflow process
Adjusted project schedules to reflect changes in time, scope and resource availability
Partnered with internal teams to define project deliverables, milestones and resources
- Team Coordinator, Sullivan Higdon & Sink – Kansas City, MO** June 2017 – March 2018
Supported client work in a responsive, efficient, and accurate manner
Worked directly with project management and the creatives to ensure deadlines were met
- Neuromarketing Lab Assistant, Iowa State – Ames, IA** Fall 2015 – Spring 2017
Assisted in the development of research studies using EEG and eye-tracking
Demonstrated a strong attention to detail while administering studies
Contributed to brand positioning and strategy planning for academic units
- Consumer Insights Intern, AMC Theatres – Leawood, KS** Summer 2016
Moderated a multitude of focus groups with AMC guests focused on food & beverage
Participated in all phases of research including CRM, survey design, analysis, and reporting
Provided strategic branding direction through actionable market research
- Junior Account Coordinator, CBD Marketing – Chicago, IL** Summer 2015
Completed comprehensive competitor analyses, social media audits, and media plans
Assisted in developing, launching, and evaluating a new social media marketing campaign

Leadership Experience **Director of Administration, Stonewall Sports** 2020 – 2024
Stonewall Sports is an LGBTQ+ & ally community-based, non-profit sports organization where I determine and manage quarterly budgets, develop outreach strategies, and policies to maintain an inclusive environment.

Girl Scout Gold Award Recipient

Proficiencies Working knowledge of Adobe Photoshop, Illustrator, and InDesign
In-depth knowledge of Asana, Workfront, Google Suite, Smartsheet, Slack, and Microsoft Office, including Excel, Word, PowerPoint, Sharepoint, and Outlook