

# Nicolle Poché

## Contact Info

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## Education

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**B.A Marketing | 2016**

Florida Atlantic University

## Expertise

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- Strategic Planning
- Data Analysis
- Budgeting
- Resource Allocation
- Market Research
- Brand Management
- Digital Marketing
- People Development
- Crisis Management

## Quick Links

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[Career Overview Presentation](#)

[Testimonials & References](#)

[Campaign Examples](#)

[Award-Winning Rebrand Presentation](#)

## Marketing Strategist and Creative Problem-Solver

Results-driven marketing professional with a proven track record of success in driving revenue growth and brand visibility.

Seeking marketing leadership role to leverage people management skills and expertise in brand strategy, digital marketing, and team management to contribute to the growth and success of an organization.

## Experience

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### Director of Marketing | *MetroNational* | January 2023 - Present

- Building and managing a 13-person experience department, overseeing a \$2M budget, and optimizing allocation for B2B and B2C initiatives in a 300+ acre mixed-use real estate development.
- Implementing integrated technology systems to enhance the campus-wide customer experience through apps, SMS, and intuitive digital signage.
- Developed an experience plan, new brand identity, and website for a future \$500 million+ project designed by a renowned architect (details confidential).
- Driving a 205% increase in Instagram reach, expanding followers from 9,100 to 20,800 in 10 months.
- Consistently achieving over 5% monthly engagement rate (ER) on Instagram, with a peak of 18% in November.

### Director of Marketing -> VP of Marketing | *Assembly* | June '21 - June '22

- Successful lead gen campaign: Generated 76 MQLs with a 309.67% ROI.
- Led paid campaign for 512 Box: Sold 796 boxes with 150% ROI in 4 weeks.
- Achieved 755% increase in social media reach in 90 days.
- Generated \$872,700+ revenue in 6 months, surpassing 2020 total revenue.
- Managed a team of 10+ full-time, part-time, and contract employees.
- Developed content for HubSpot festival, generating 316 direct leads.
- Successfully launched 3 products and their respective GTM strategies.

### Marketing Manager -> Marketing Director | *Embree Group* | July '19 - June '21

- Led award-winning rebranding, website, and updated collateral.
- Managed team of 3 and \$1M+ marketing budget across 3 companies.
- Achieved 193% increase in organic social media engagement YoY.
- Drove 47% increase in web traffic YoY.
- Led business development, resulting in \$515M pipeline.
- Developed integrated Salesforce Marketing Cloud, and Dataroma suite.
- Planned/executed events: ICSC RECon, investor meet-ups, annual meetings.

### Marketing Coordinator -> Marketing Manager | *@properties* | April '18 - July '19

- Automated 75% of original job description within three months.
- Created content for monthly e-blasts sent to two million+ clients.
- Oversaw daily digital marketing, videography, and photography efforts.
- Worked with dev to build digital marketing tools for 2,500+ brokers.

### Additional Experience:

- Owner/Marketing Strategist, Professionally Social | Jan 2017 - Jan 2020
- Digital Marketing, Kake | Feb 2017 - April 2018
- Video & Marketing, NCSA | Sept 2016 - Aug 2017
- Digital Marketing, Left Bank Bridal | April 2016 - Aug 2016
- Marketing & Graphic Design, Soundslinger | Oct 2015 - April 2016