

NICHOLE MARCHAND

SENIOR ONLINE MARKETING CONSULTANT



(765) 401-0099



nicholemarchand@outlook.com



Holland, MI



nicholemarchand.com

PROFESSIONAL SUMMARY

Results-driven outside sales representative committed to continuous growth in sales revenue and exceeding monthly sales quota. Exceptional in prospecting, cold calling, securing, and maintaining consistent new business. Top 5% sales performer nationwide. Self-motivated professional dedicated to excellent customer care while fostering long-term partnerships.

WORK EXPERIENCE

Senior Online Marketing Consultant

August 2020 - Present

Townsquare Interactive, Inc. – Grand Rapids, MI

- Present digital marketing services and negotiate pricing with prospective clients at 75+% close rate in sales demonstrations.
- Cultivate new sales prospects to consistently surpass sales quota of \$4,000 through daily cold calling and follow up, averaging 104% to goal monthly.
- Generated over \$112k+ in monthly revenue for local market with reoccurring revenue stream and 350+ new clients.
- Coach and train local market Account Executives to set quality appointments to reach their monthly sales requirement.

Marketing and Business Development Manager

April 2019 – July 2020

Contacta, Inc. – Holland, MI

- Leader of sales team and company representative for all external sales including high-profile opportunities with Meijer, Morgan's Wonderland, and AT&T.
- Responsible for account development, cold calling, assessing client needs, and identifying solutions.
- Exhibit newly launched products at national and international tradeshows while meeting with potential new buyers and networking with other companies.
- Create, present, and monitor marketing and sales tactics for US dealer network.

Digital Marketing Account Manager

August 2018 – March 2019

CP Solutions - Zeeland, MI

- Personally managed 14 upscale accounts with a \$360k portfolio to ensure continuous client satisfaction and expanded business.
- Assigned and managed tasks delegated to service departments to ensure timely completion and monitor performance.
- Managed entire digital marketing campaign, including a 12-18-month marketing strategy, creative development, and performance analytics.
- Generated monthly recaps to report work performed for clients, tracked analytics, ROI based on goal conversions, and in-house recommendations.

EDUCATION

Bachelor of Science

Selling & Sales Management

Purdue University

West Lafayette, IN

May 2017

Certificate of

Entrepreneurship & Innovation

Purdue University

West Lafayette, IN

May 2017

SKILLS

- Cold Calling
- Salesforce Proficiency
- Google Analytics
- SEO
- Content Marketing
- Social Media Strategy
- SEMrush
- WordPress and Wix
- Adobe InDesign
- Adobe Photoshop
- Microsoft Suite

NICHOLE MARCHAND

MARKETING & BUSINESS DEVELOPMENT MANAGER



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WORK EXPERIENCE

Client Support Coordinator

May 2018 – July 2018

CP Solutions – Zeeland, MI

- Developed client's social media content for various platforms based on analytics and industry trends.
- Reviewed website content for overall readability, linked content, and factual accuracy before publication.
- Researched and analyzed key market trends for topics and practices while monitoring client's top competitors.
- Evaluated client's websites for suggested areas of improvement based on design and content creation.

Assistant Property Manager

March 2017 – May 2018

Shenandoah Properties – Lafayette, IN

- Managed all marketing efforts by utilizing social media channels and community outreach.
- Utilized RENTCafe to execute online leases, track rental payments, and manage property website.
- Evaluated and recommended changes in rental pricing strategies, community policies and training programs for new employees.
- Utilized Yardi Voyager to generate online lease documents, submit work orders, screen applicants, manage the flow of vacating and future residents, and more.

Leasing Specialist

January 2016 – March 2017

Shenandoah Properties – Lafayette, IN

- Personally managed 14 upscale accounts with a \$360k portfolio to ensure continuous client satisfaction and expanded business.
- Assigned and managed tasks delegated to service departments to ensure timely completion and monitor performance.
- Managed entire digital marketing campaign, including a 12-18-month marketing strategy, creative development, and performance analytics.
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Please visit www.nicholemarchand.com for a complete work history and letters of recommendations

ACHIEVEMENTS

#3 President's Club Qualifier

Townsquare Interactive

December 2022

Cold Call Senior Tier #2

Townsquare Interactive

August 2022

#1 President's Club Qualifier

Townsquare Interactive

December 2021

Mover & Shaker of the Year

Townsquare Interactive

December 2021

2020 Rookie of the Year

Townsquare Interactive

December 2020

New Company Record – Fastest to Senior Tier #5

Townsquare Interactive

December 2020

Top New Hire

Townsquare Interactive

August 2020