

NICOLE BELL

WRITING, EDITING, AND SOCIAL MEDIA

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EDUCATION

Bachelor of Arts in Writing, Rhetoric, and Technical Communication

2019 – 2023

James Madison University, Harrisonburg, VA

PROFESSIONAL EXPERIENCE

Campus Correspondent

January 2023 – May 2023

Her Campus at JMU

- Organize team expectations and hold members accountable for reaching deadlines.
- Plan events and coordinate with local businesses for promotion.
- Copyedit articles as a final review before publishing.
- Write relevant articles with strict deadlines to keep up with trending subjects.

Social Media Manager

January 2023 – May 2023

ShoutOut! JMU

- Collaborate with bloggers and post daily on social media to maintain community engagement.
- Copyedit all social media deliverables before posting.

Social Media Marketing Intern Team Lead

July 2022 – December 2022

JBIER Inc.

- Created and published content across all social media and e-commerce platforms, including Poshmark, Instagram, Twitter, Facebook, and Pinterest.
- Oversaw copywriting with the intent to create a strong sense of brand identity.
- Created content for campaigns and promotions.
- Conducted research on website analytics to create marketing strategies that best fit the business.
- Led a team of interns in weekly expectations. Held them accountable for producing great work.
- Recruited new interns by reviewing resumes and conducting series of interviews.
- Trained new hires on assigned social media platform expectations.
- Created lasting social media influencer relations. Curated influencer collections and brand deals.

Senior Editor and Writer

February 2022 – December 2022

Her Campus at JMU

- Wrote relevant articles on trending subject matter directed to college-aged people.
- Held team of writers accountable for high quality work.
- Editing all articles by a stylebook for consistency and matching branded tone.

Freelance Editor

March 2022 – April 2022

Shenandoah Valley Small Business Center

- Edited workbooks used for educational seminars about business development.
 - Maintained client's branded tone throughout the workbooks.
 - Worked with client and team to create project management plans.
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PROFESSIONAL AND TECHNICAL SKILLS

Online Marketing
Editing

Branding
Writing

Adobe InDesign
Google Suite

Adobe Illustrator
Microsoft Suite

Wordpress
Wix