

Nicole Ulrick is a team leader offering over 20 years of professional experience with high profile clients including NBC, Disney and Live Nation as well as several start ups and ventures. Her robust background includes expertise in the roles of: project management, team leadership, client advocacy and creative direction. Nicole's approach is built upon aligning the business goals, target audience, industry trends and consumer behavior towards data-driven results.

- Extensive experience of full project life cycle
- Natural leader and confident communicator
- Mobilize action with agile workflows & scalable steps
- Quickly identify potential risks and improvements
- Expert efficiency in time-management and task priorities
- Translate goals and concepts into real world applications
- Self-starter equipped with solution-oriented methods

### **Account Manager - Aquent (Client: PwC)**

Demonstrate a positive solution-oriented approach in high-pressure scenarios and with complex projects. Maintained a calm team leadership dynamic and smooth transition while quickly ramping up to management role during active launches of multiple projects including high-profile thought-leadership reports. Prioritize client relationships and expectations with regular touch points to evaluate current performance and procedures and identify potential growth opportunities. Establish project objectives and define specific deliverables and KPIs that drive the effort with a more cognizant and strategic approach. Renovate project deployment process to more effectively manage deliverables, streamline communication, minimize errors and improve overall rollout. Lead creative initiatives and orchestrate launches for digital campaigns by internal and external creative teams, including managing the deployment process, scope, milestones, messaging, brand consistency, UX, SEO and overall best practices. Post-campaign evaluation to analyze metrics, interpret how data translates into conversions and identify opportunities to improve value. *2018-Present*

### **Creative Project Management - 100eight**

Translate project objectives, client goals and research insights into an action-driven kickoff-to-launch process. Facilitate efficient communication between stakeholders, onshore and offshore teams. Lead client consultation to identify business goals, evaluate the marketplace position and determine the most effective creative strategy including: timeline and milestones, scope and budget, required assets, resource allocation and any other essential parameters or influential factors. Nurture client relationships, mentor internal teams and secure vendor partnerships in order to reinforce an inclusive collaborative spirit. Monitor expenses and implement cost-saving alternatives. Creative direction and overview of branding, messaging and design, evaluation of onboarding methods and marketing campaigns, analysis of mental models, marketplace psychographics and user feedback. Steer the recruiting process and evaluate productivity in order to optimize team performance and output. *2017-18*

### **Creative Director, Project Management - Big White Wall SaaS Software**

Launched US brand ramping up to a million+ user-ready platform in an 18-month period on a shoestring budget, all while adhering to strict compliance regulations. Bridge the brand across both U.S. and U.K. divisions while simultaneously maintaining unique target audiences, cultural variables and marketplace positioning. Establish creative standards, brand guidelines and UX concepts with the goal of increasing signups, engagement and retention. Compile and compare initial goals with success criteria results and conduct presentations to stakeholders. Fluent liaison bridging the business-design-technology gap. Hands-on design direction and collaborative copywriting for a cohesive array of collateral including the branding guide, website, sales kit and social media campaigns. Business travels including overseas team collaboration, tradeshows and events. Prepared team building and company culture activities with the goal of improving camaraderie and communication. *2015-17*

### **Senior Project Management, Creative Lead - Headlamp Productions**

Collaborate with clients and internal teams to mobilize project rollout from concept to completion including creative, technical and contractual guidelines. Organize all required assets including content, media, vendors, licenses, branding and functional requirements. Orchestrate production schedule, resource allocation, milestone completion and quality reviews. Develop quality management methods and performance evaluations. Chair meetings and manage creative teams to enable camaraderie, interaction and ideation. Direct the design process of world-class websites, branding and marketing campaigns. Represent the company in communication with prospects and partners. 2010-14

### **Project Management - Live Nation**

Manage the production process of digital initiatives including websites, marketing campaigns and ecommerce integration. Own full project implementation from initiation to deployment for several simultaneous initiatives. Organize all project assets and requirements including legal, brand, marketing, engineering and development teams. Create and maintain development schedule and project parameters. Deliver and supervise project execution with outsourced agencies. Perform milestone completion and quality reviews. Research marketing and industry trends as well as potential vendor partnerships. Maintain highest quality of creativity, technology and innovation in all aspects of digital development and user experience. *2009 contract*

### **Project Management - Disney Interactive**

Establish relationships with outside agencies and assemble collaborative processes. Review project pitch and examine documentation to clarify expectations and confirm deliverables. Oversee project procedures and steer stakeholder input and approval. Manage and support all asset deliverables from brand, marketing, 1st party, ESRB, engineering and development teams. Create and maintain development schedule and budget parameters. Coordinate milestone reviews, track all submissions and invoices, and submit project reports. *2008 contract*

### **Digital Producer - NBC Universal**

Responsible for the development and translation of concepts and compositions in to live functional websites. Schedule, organize, task and report on project progress with team leaders. Collaborate with product managers, designers and programmers in the development of prototypes with the primary focus on improved metrics and data-driven results. Research and organize all required resources including content, template specifications, guidelines and interactive components. *2007 contract*

### **Senior Designer, Marketing and Tradeshow Supervisor - RNK Telecom**

Lead the design and development of all marketing collateral. Develop project scope including all required resources, budget and deliverables while identifying key timelines and milestones to meet client objectives and sales requirements. Collaborate with internal teams and directly with clients to develop innovative, high-end deliverables. Guide design team and lead development of all marketing assets including core identity collateral, advertisements, brochures, email campaigns, signage and trade show booths. Responsible for all tradeshow preparation and exhibition material, including marketing and sponsorship opportunities, meetings, events and associated activities. Orchestrate tradeshow set-up, production of booth signage and marketing material, submission of all paperwork and material shipping. Tradeshow travel and attendance, exhibit assembly and hands-on collaboration with sales and marketing team to determine objectives and evaluate results. *2002-07*

Tools: Workfront/C3, Adobe and Google Analytics, Searchlight Conductor, Microsoft, JIRA, Asana, Slack, Invision, Basecamp, Confluence, Agile, Scrum, Realtimeboard, Trello, Balsalmiq, GoToMeeting, Zoom, Skype, Evernote, Creative Cloud, Sketch, HTML, CSS, Wordpress, CMS, Bootstrap, Web Standards, Breakpoints, Mac, PC, iOS, Dogs