

# nicole dicenzo



CREATIVE PROFESSIONAL

NICOLEDICENSO.COM

## contact

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## skills

CREATIVITY	MICROSOFT OFFICE
MARKETING	GOOGLE WORKSPACE
ORGANIZATION	SALESFORCE
LEADERSHIP	HUBSPOT
COLLABORATION	PHOTOSHOP
COMMUNICATION	PROCREATE
FLEXIBILITY	ELOQUA
PROBLEM-SOLVING	OUTGAGE
MARKET RESEARCH	SHOPIFY
PROJECT MANAGEMENT	TABLEAU
CONTENT DEVELOPMENT	ASANA

## portfolio (clickable)

PEER FEEDBACK

DESIGN SAMPLES

ORGANIZATION

DATA & ANALYSIS

## experience

### ZENDESK CAMPAIGN MARKETING MANAGER | APRIL 2022 - PRESENT

- Oversee the strategy, planning, and execution of a global campaign
- Launch fully integrated marketing programs across all channels
- Collaborate cross-functionally with product marketing, events, web, social, email, and localization teams to manage goals, targets, timelines, and deliverables
- Address challenges and make executive decisions to enhance the success of campaign
- Utilize data analytics to drive informed decisions and share best practices, ensuring alignment with the overarching creative marketing strategies

### OKTA CAMPAIGN OPS, MARKETING | APRIL 2019 - MARCH 2022

- Collaborated with sales, marketing, and product to produce high-level and detailed B2B/B2C content and email campaigns
- Created executive presentations to convey strategy, priorities, and results
- Defined and implemented go-to-market strategies, identifying key audiences and targeting methods to boost awareness and adoption of Okta products
- Optimized content with data-driven insights and ensured alignment with creative marketing initiatives

### APARTMENT LIST CONTENT MARKETING SPECIALIST | JUN 2018 - MAR 2019

- Developed promotional copy, marketing content, and external comms
- Led team in managing content calendar for timely and consistent publication of marketing materials
- Conducted SEO work on new blog

### HUBSPOT INBOUND MARKETING SPECIALIST | FEB 2017 - FEB 2018

- Part of guinea pig team to use HubSpot software to sell HubSpot
- Acted as consultant to small businesses, diagnosing marketing challenges and prescribing solutions
- Conducted frequent A/B tests and made sales decisions based on analytics
- Created landing pages and calls to action to drive conversions