

# NICKY ENRIQUEZ

## SELECTED WORK EXPERIENCE

### **Massachusetts College of Art and Design, Boston, MA**

*Associate Director of Digital Media, 2018 - Present*

*Web & Digital Media Producer, 2014 - 2018*

- Develop strategies to drive growth and engagement across the College's digital platforms, including social media channels, website, mobile applications, and influencer outreach
- Oversee all content representing the College across digital platforms, including but not limited to: Drupal, Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, Vimeo, Localist, RiseVision, Thirdlight, Eventbrite, Hootsuite, Emma, and Meltwater
- Establish the tone and direction of the College's digital communications, responding to all constituents accordingly and authoritatively
- Strategize and develop digital media campaigns to promote College-wide initiatives
- Lead the development of content and community spotlights, and introduce emerging technologies to remain competitive within the digital media landscape
- Build the College's brand identity, and ensure that messaging is presented consistently
- Work as part of the Marketing and Communications team to develop plans and both print and digital collateral to meet the College's strategic goals
- Devise and disseminate the College's events newsletter and monthly "good news" newsletter
- Lead the College's efforts to raise the visibility and fundraising initiatives of MassArt's unique brand and identity
- Assess the needs of stakeholders (faculty, Admissions, Advancement, etc.) and devise content or campaigns to meet their objectives
- Supervise contractors, student employees, and vendors to adhere to production timelines/goals
- Analyze user behavior using Google Analytics and platform specific social media insights, prepare trend reports and adapt strategies accordingly to maximize desired key performance indicators
- Create manuals and train contract workers, staff, and faculty on various web platforms
- Present to college community and leadership on digital marketing initiatives and updates

### **The Mary Baker Eddy Library, Boston, MA**

*Web & Social Media Specialist, 2012 - 2014*

- Establish the virtual direction and tone of all digital communications
- Manage all Library communication platforms: Facebook, Twitter, Instagram, Tumblr, iContact, etc.
- Write, design, and schedule all digital campaigns and monthly newsletter
- Synthesize mobile application, including interactive exhibits and tours for remote users
- Increased Twitter following by 102%, Facebook by 65%, and email marketing list by 11%

### **Facing History and Ourselves, Brookline, MA**

*Web Production Coordinator, 2011 - 2012*

- Administered all web content creation and publication
- Developed web standards in consideration of current technological trends
- Constructed subsites and online modules for educational and instructional use

### **The Institute for Applied Network Security (IANS), Boston, MA**

*Coordinator, Events & Operations, 2008 - 2011*

- Generated all event marketing collateral pieces, including: conference programs, product fact sheets, event mailers, and overviews for conferences attended by 200+
- Acted as a liaison for conference speakers, third-party vendors, and sponsors
- Copy edited RFPs, marketing collateral, and client pitches

## EDUCATION

### **Massachusetts Institute of Technology Sloan School of Management, Cambridge, MA**

*Certificate,*

*Digital Marketing Analytics*

*May 2019*

### **Simmons College Boston, MA**

*Master of Science,*

*Library and Information Science*

### **Fairfield University Fairfield, CT**

*Bachelor of Science,*

*Double Major - Biology and Spanish, Honors Program, High Distinction*

## SPEAKING ENGAGEMENTS

### **Massachusetts College of Art and Design Continuing Education April 2021 (Upcoming)**

*Creative Economy Workshop: Social Media*

### **Franklin Arts Advocacy Day April 2018**

*Panel: "How to Drive Community Engagement"*

### **Massachusetts College of Art & Design November 2016**

*The Social Media Doctor Is In! With Nicky Enriquez*

### **MassCreative April 2016**

*#ArtsMatter Twitter Panel*

### **Clark University April 2016**

*Female Excellence: The Empowerment of Being Heard*

## VOLUNTEER INITIATIVES

### **Centro Presente**

*ESL Assistant Teacher 2019 - 2020*

### **Boston Cares**

*Volunteer Leader 2008 - 2019*

### **MassCreative**

*Leadership Council Member, 2014 - Present*