

NICOLE A. PEFFER

NApeffer@aol.com

OBJECTIVE

To obtain a position utilizing my experience and knowledge of marketing communications in a professional environment.

CAREER-RELATED EXPERIENCE

COMPUTERS

Extensive knowledge in both IBM-compatible and Macintosh environments. Technical proficiency in:

- **Online Experience:** Creating web pages using HTML, Microsoft FrontPage 2000/02, Dreamweaver, and a CMS system. Utilizing Adobe Photoshop and Adobe Live for creation of graphics. Internal Administrator of CentreLearn online curriculum software. Utilizing Google AdWords to develop and maintain online marketing campaign. Building surveys with Zoomerang.com. Communicating via email.
- Windows '95/98 NT/Me/XP/Vista
- Aldus Pagemaker 7.0, Adobe InDesign CS, Adobe Photoshop 6.0 and several desktop and image-scanning programs.
- Microsoft Office XP: Word, Access, Excel, and PowerPoint.

PUBLICATIONS & WEB SITES

- Current designer for Point Park University's Adult Enrollment's online newsletter. **www.pointpark.edu**, **Search: Pipeline** and content manager for the Office of Graduate & Adult Enrollment.
- Former web designer for The National Association of EMS Educators. **www.naemse.org**
- Former web developer for the Greater PA Chapter of the Alzheimer's Association. **www.alzpa.org**
- Writing, layout, and design of *Educator Update*, a bi-monthly newsletter produced for the membership and corporate partners of The National Association of EMS Educators.
- Layout and design of *Domain³*, a quarterly educational publication for the membership of The National Association of EMS Educators.

PROFESSIONAL EXPERIENCE

POINTPARK UNIVERSITY

Pittsburgh, PA

Marketing / Database Manager

Office of Graduate & Adult Enrollment, August 2004 - Present

- Manage departmental print publications including layout, design, and editing of marketing materials and advertising; ensure the printing and distribution of all materials in cooperation with university printing and publications personnel.
- Coordinate special projects, events, and marketing mailings and supervise clerical staff and student assistants.
- Design departmental online publications, monitor usage, and increase the volume of visits to the site. Function as the content manager school and departmental web pages, including design and updating of information. Development, launch, and reporting of semester surveys.
- Manage school and departmental databases, prepare advanced reports, publications, and other documents and correspondence as needed by professional staff.

THE NATIONAL ASSOCIATION OF EMS EDUCATORS

Pittsburgh, PA

Communications Manager, October 2001 - August 2004, *Assisted part-time through October 2005*

- Develop, improve, and maintain association web site which includes a members-only area for database and trading post search tools. Duties include trouble-shooting and working closely with our internet service provider. **www.naemse.org**
- Develop, write, and design all association publications including: bi-monthly member newsletter *Educator Update*; quarterly educational publication *Domain³*; Annual Symposium brochure; Exhibit Brochure; Instructor Course flyers; and all supporting materials.
- Design and produce all association advertisements as well as coordinate national placement.
- Maintain association communication through email broadcasts and list serves to our 3,000+ members, board of directors, and corporate partners.
- Maintain Access membership database of over 3000 active and inactive members, including the web database function.
- Assist in the organization and planning of all association educational symposiums and conferences.

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PROFESSIONAL EXPERIENCE CONTINUED

POINT PARK UNIVERSITY *Pittsburgh, PA*

Interim Webmaster, May 1999 - May 2002

- College web page administrator/designer. www.pointpark.edu

Communications/Technical Specialist

Office of Part-Time & Accelerated Programs, August 1994 - October 2001

- Assist dean and the director of non-traditional admissions with the management of a staff of seven and recruitment for all non-traditional, part-time, accelerated, and graduate programs.
- Write, design, and produce promotional materials, newsletters, literature, and advertisements.
- Office manager responsible for coordinating general office functions.
- Database manager for system with over 60,000 records.
- Directly coordinate and supervise clerical staff and work student program.

EDUCATION

POINT PARK UNIVERSITY

Pittsburgh, PA

B.A. in Journalism and Communications, 1996

Concentration in Advertising

Overall Q.P.A.: 3.84 Q.P.A. in Major: 4.0

M.A. in Organizational Leadership, 2008

Q.P.A.: 4.0

NEW HORIZONS COMPUTER TRAINING CENTERS

Pittsburgh, PA

Completed various computer training courses in web page design over the past 3 years.

ACTIVITIES/ ACHIEVEMENTS

- Certified Meeting Professional (CMP)
- Heinz History Center's History UnCorked Planning Committee, Member
- Penn's Corner Farmer Alliance, Communications Committee, Member
- Point Park University Community Service & University Relations Committee, Co-Chair
- Point Park University Communications Committee, Member
- Absolutely Pittsburgh, Consultant
- Alzheimer's Association Greater Pennsylvania Chapter: Southwestern Regional Office, Public Relations Committee Member
- Pittsburgh Society of Association Executives (PSAE), Member
- Meeting Professionals International (MPI), Member 2004-2005
- Outstanding Contributions to Systems and Process Improvement Employee Recognition Award for 2000, Point Park University
- Point Park University Staff Council, Member 1997-1999
- Alpha Chi National Honorary Society, Point Park University
- Alpha Delta Sigma Honorary Society, American Advertising Federation
- United States Achievement Academy National Award, 1993
- National Collegiate Communications Arts Award, 1993
- Golden Key Society Trustee Scholarship recipient, Point Park University
- Outstanding Senior Student in Academics Award, Point Park University, Spring 1994

REFERENCES

References, Portfolio, and Graphic Resume available upon request.

Please visit samples online at www.pefferfamily.com/resume