

NIKKI KNOX

PROFESSIONAL EXPERIENCE

Indiana University of Pennsylvania | Indiana, PA

Director of University Branding (October 2023-present)

Assistant Director of Brand Management (July 2018-September 2023)

- Lead university branding team
- Collaborate with internal clients on internal and external marketing efforts to produce or consult on projects, specialization in admissions
- Manage production of 80+ print and online marketing projects within the Marketing and Communications Division yearly
- Enforce branding guidelines to maintain the integrity of the brand
- Engage in strategic planning of marketing efforts
- Coordinated the creation of the "Virtual IUP" microsite that won a Silver Educational Digital Marketing Award

PHOENIX Rehabilitation & Health Services | Blairsville, PA

Marketing & Community Outreach Specialist (July 2017 – June 2018)

Public Relations Specialist (December 2013 – July 2017)

- Organized, coordinated, promoted and executed in-house events for clinics, including grand openings, anniversaries and educational events
- Arranged yearly company meeting for 300+ employees including a welcome reception and full day of training and an annual charity golf outing raising over \$65,000 over 5 years
- Presented CORE Plan marketing training to directors and secretaries for approx. 70 clinic sites
- Managed corporate social media platforms, executed new office campaigns and trained facility staff on best practices
- Crafted monthly external company e-newsletter and monthly internal Marketing News and Nuggets newsletters
- Maintained records and compiled quarterly marketing reports for clinics

Lifesteps, Inc. | Indiana, PA

Community Relations Representative (May 2012 – November 2013)

- Planned, coordinated and carried out special events in Indiana County including a golf outing, tea for women, VIP Serve, and others raising a collective total of more than \$31,000
- Developed press and media releases for local organization news
- Created and maintained CR statistics, records and procedures
- Formed and maintained relationships with community contacts

EDUCATION

Indiana University of Pennsylvania Indiana, PA

Master of Science in Strategic
Communication

Slippery Rock University Slippery Rock, PA

Bachelor of Arts in Communication
Minors in Business Administration
and Spanish

REFERENCES

Mrs. Christine Conrad

*PHOENIX Former Supervisor,
Marketing Director*

Mr. Simon Stuchlik

*Former IUP supervisor, Director of Brand
Management*

Ms. Shelly Nippes

*PHOENIX Former Superior,
Vice President of Marketing and Sales*

VOLUNTEER EXPERIENCES

Junior Women's Civic Club

Member/Treasurer

*Indiana, PA
2012-2022*

Summit Church Summer XP

Registration Coordinator

*Indiana, PA
2022-2026*