

Nicole Dawn Jones

(253)880-6803 • njones8164@gmail.com

www.nicoledawnportfolio.com • linkedin.com/in/nicole-d-jones

Education:

Pacific Lutheran University, Tacoma, Washington

Graduated May 2019

Bachelor of Business Administration

Concentration: Marketing || Minor: Communications

GPA: 3.70/4.0

Dean's List: All semesters

School of Business Ambassador: Fall 2017 – Spring 2019

Beta Gamma Sigma Chapter President

Skills:

- Microsoft Office
- Adobe Creative Cloud
- Merchandising
- Marketing & Branding
- Web Design
- Customer Service
- Sales

Work Experience:

Assistant Manager – Parts & Sales

Feb 2011 – Present

AgriShop Ace Hardware Inc., Tacoma, WA

- Successfully developed new business strategies in the face of everchanging global challenges such as the COVID-19 Pandemic and supply chain shortages by sourcing new vendors, finding adequate substitutions for popular products and adapting day-to-day operations to changing government mandates resulting in a 36% increase in business over a two-year period.
- Fostered the Ace brand of Helpful Hardware Folks by asking open ended questions, quickly analyzing the customers' needs and providing informed recommendations resulting many repeat customers over the years.
- Crafted unique merchandise displays by using past sales data, consumer insight, and intuition to increase sales and expand into new product lines.
- Used skills in graphic design to craft unique sales tags using Adobe Illustrator and Canva to draw customers interest to new products and raise excitement about sales.

Video Producer

Jan 2016 – Jan 2019

Sports Information, PLU Department of Athletics, Tacoma, WA

- Created short videos for the website GoLutes.com by organizing interviews with student athletes; Independently write interview questions, filmed and edited content on Adobe Premiere Pro resulting in quality original content at least once a week.
- Managed quick deadlines by developing effective workflows ensuring videos were released in a timely manner and still meet quality standards.

Internships:

Communication Associate

Sep 2016 – May 2019

PLU MediaLab, PLU School of Arts and Communication, Tacoma, WA

- Worked on over 15 different client projects which included advertising, marketing, photography and videography, creating original content for business clients in the greater Tacoma area.
- Led diverse project teams successfully by establishing open communication pathways, detailed schedules, and positive group norms which resulted in quality work and repeat clients.
- Produced, filmed, edited, and directed a short 30-minute documentary about a local theater group portraying the life of a historical Tacoma community leader, including making unique promotional materials resulting in high community praise and a unique film.
- Lead the recruitment team by organizing involvement fair appearances, information meetings and email campaigns to bring new talent into the student run media firm.