

Nicolette R. Kelhower

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EDUCATION:

Rowan University, Glassboro, NJ

May 2024

Bachelor of General Studies

GPA: 3.0

Awards: Rowan's Rohrer College of Business 2021 Idea Challenge

Rowan College at Burlington County, Mt. Laurel NJ

August 2017 - May 2020

Major: Health Sciences

GPA: 3.0, Phi Theta Kappa

WORK EXPERIENCE:

Chief Operating Officer

September 2021 - Present

Monumental Movements

- Spearheaded B2B partnership initiatives, successfully increasing revenue by an impressive 80%.
- Implemented a comprehensive bookkeeping system to efficiently organize and manage business finances.
- Devised and executed a strategic plan, securing future lines of credit and ensuring sustained financial stability.
- Played a crucial role in business development and strategic planning, contributing to an 90% increase in sales.
- Led and managed a team of marketing interns, overseeing the creation and scheduling of engaging social media content across all platforms.
- Implemented highly targeted marketing strategies, utilizing Search Engine Optimization (SEO) techniques and paid advertising, to successfully promote and launch new products and services on diverse social media platforms.

Business Operations Manager

June 2022 - January 2022

Healthy Kinnect

- Worked on optimizing the back-end performance to enhance the overall speed, responsiveness, and user experience of the application.
- Collaborated with cross-functional teams, including developers, designers, and product managers, to align back-end development with overall project goals.
- Conducted thorough testing and quality assurance measures to ensure the smooth functionality of the application.
- Crafted impactful email campaigns to educate users on reputable nutrition and wellness knowledge.

Social Media Committee Volunteer

August 2021 - August 2022

New Jersey Academy of Nutrition and Dietetics (NJAND)

- Demonstrated strong proficiency in crafting engaging content for Twitter, Facebook, and Instagram at NJAND.
- Ensured consistent delivery of reliable and precise nutrition information to the audience.
- Conducted insightful interviews with esteemed New Jersey dietitians, showcasing their expertise on the "RD Spotlight" page.
- Leveraged partnerships to promote consumer products and foster collaboration among registered dietitians.
- Utilized a keen eye for analytics to skillfully manage social media platform metrics.

RELEVANT CERTIFICATIONS: Inbound Marketing Optimization

SKILLS: HubSpot, Google Analytics, Google Suite, Mailchimp, Canva, Microsoft Excel, Adobe Creative Suite