

DAVINA NIELSEN

davinasdesigns.com

linkedin.com/in/davinani/

(205) 821-1259

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Bilingual (EN/ES) creative marketing strategist with 8 years of experience leading data-informed campaigns through visual storytelling, content creation, and brand strategy. I specialize in turning ideas into engaging, audience-first experiences that drive measurable growth—from social and digital campaigns to full-scale creative execution. Passionate about blending marketing strategy with design to build brands that connect, convert, and stand out.

- Acted as Spanish translator, helping capture new client segment and drive business expansion
- Produced a commercial with the University of Alabama (UA) that aired for 400,000 households
- Launched UAB's (University of Alabama at Birmingham) first Student Influencer Program
- Ran social media accounts for "Campaign for UAB," a billion-dollar successful fundraising effort

EXPERIENCE

Marketing Manager

Assurance Financial | March 2025 - Current

- Served as a bilingual liaison between loan officers and Spanish-speaking clients expanding business to new audience
- Led integrated marketing campaigns across paid social, email, direct mail, driving a 3.36% CTR and 23K+ impressions
- Organized branded networking event securing Mayor of Homewood as guest speaker and achieving 68% attendance

Marketing Director

CraneWorks | October 2023 - December 2024

- Organized community event for 1,200 participants with celebrity guests
- Managed all digital activities (social media, website, digital signage) for four branch locations across state
- Cleaned up necessary Advertising spending that saved 75K in 2024

Communications Specialist

Southern Research | July 2022 - Sept 2023

- Launched an internal website on SharePoint, generating 60,000 site views and 300 unique viewers
- Established 5 new internal communication channels, employee engagement increased by 30%
- Implemented social media strategies on Meltwater that grew online following by 20% within six months

Graphic Designer

Autocar Trucks | July 2020 - August 2022

- Created content for Autocar social media that has a combined following of more than 56.9K
- Utilized Adobe InDesign to create seven brochures that increased truck sales by 30%
- Developed multimedia ad campaigns in Adobe Photoshop, boosting website leads by 50%

Social Media Marketing and Community Outreach

University of Alabama at Birmingham | June 2018 - May 2020

- Launched UAB's first Student Influencer Program, increasing Instagram following by 927 in one semester
- Organized fundraiser in which 100% of the proceeds went to United Way of Alabama
- Produce engaging content that increased Facebook impressions by 40%

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SKILLS

Marketing & Communications

Integrated Marketing Campaigns, Social Media Strategy, Content Strategy, Paid Social Advertising, Email Marketing, Influencer Marketing, Brand Management, Internal Communications, Event Marketing, Community Engagement, Campaign Analytics, Copywriting & Content Development

Creative & Multimedia

Graphic Design: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva
Photo & Video: Adobe Lightroom, Adobe Premiere Pro, Instagram Edits
Equipment: Canon EOS Digital Camera, Ronin-SC Gimbal Stabilizer, Movo Microphones
Web Design and Management: Wix, Squarespace, Umbraco, Microsoft SharePoint

Digital Marketing, CRM & Web

Platforms: Facebook, Instagram, LinkedIn, TikTok, YouTube, X, Snapchat
Marketing & Analytics: Meta Ads Manager, Meta Business Suite, Sprout Social, Hootsuite, Meltwater
Email & CRM: Mailchimp, Total Expert
Web/CMS: Wix, Squarespace, Umbraco, Microsoft SharePoint

AI, Productivity & Collaboration

ChatGPT, Google Workspace, Microsoft 365, Asana, Slack, Zoom

EDUCATION

University of Alabama at Birmingham *Bachelor of Science in Marketing, December 2017*

Marketing Management Concentration
English as a Second Language Tutor
Spanish Minor

Universidad del País Vasco *Study Abroad in Spain with USCA, May 2017*

International and Management Marketing
Advanced Spanish: C1 CEFR Level
Private English Tutor

REFERENCES

Briana Bryant	1 (661) 839 8450 brianabryantpr@gmail.com	Supervisor
Christopher Murray	1 (801) 201-9839 crisser@mac.com	Supervisor
Rosie O'Beirne	1 (205) 422-3113 robeirne@uab.edu	Supervisor
Mary Katherine Mena	1 (205) 441-4133 mketheredge0019@gmail.com	Direct Report
Nicolle Brengman	1 (256) 698-7502 nicolle@brengman.com	Team Member

COMMUNITY & PROFESSIONAL INVOLVEMENT

Chief Marketing Officer Institute — Alumni
Birmingham Art Alliance — Active Member
Birmingham Museum of Art — Volunteer