

DAVINA NIELSEN

davinasdesigns.com

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(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.

- Produced commercial with UA quarterback that aired for 400,000 households
- Launched the University of Alabama at Birmingham's first Student Influencer Program
- Ran social media accounts for “Campaign for UAB” a billion-dollar successful fundraising effort
- Created content for Autocar social media that has a combined following of more than 56.9K

EXPERIENCE

Marketing Specialist

Assurance Financial | March 2025 - Current

- 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
- Directed end-to-end content strategy across 5 social platforms, generating 2x audience engagement and 400+ followers

Marketing Manager

CraneWorks | October 2023 - December 2024

- Organized community event for 1,200 participants
- 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

Marketing Specialist and Graphic Designer

Autocar Trucks | July 2020 - August 2022

- Produced commercial to expand female representation in the corporate supply chain
- 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, increased Instagram followers 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

Multimedia Design

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

Social Media Management

- Platforms: Facebook, Instagram, Twitter, Snapchat, LinkedIn, YouTube, TikTok
- Tools: Facebook Insights, Sprout Social, Hootsuite, Meltwater, Mish Guru, Zoho Social

Project Management and Collaboration

- Software: Mac OS, Windows 7/8/10
- Tools: Adobe Creative Suite, Google Suite, Microsoft Office Suite, Zoom, Asana, Slack

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