

# DAVINA NIELSEN

davinasdesigns.com

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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 Specialist

*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 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*

- 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

### 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

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Supervisor

Christopher Murray

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Supervisor

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Supervisor