

DAVINA NIELSEN

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Bilingual Marketing and Communications professional with eight years of experience leading marketing and business development strategies that align company and stakeholder goals. Proven ability to manage high-stakes initiatives, including a \$1 billion fundraising campaign, while driving cross-functional collaboration and CRM management. Skilled at identifying partnership and brand growth opportunities, demonstrated through experiential campaigns with the University of Alabama and WBRC Fox 6 News that increased website traffic 76.35% week over week. Looking to add value in a strategic marketing or business development role offering hybrid or remote flexibility, and open to relocation.

EXPERIENCE

Marketing Manager

Assurance Financial | March 2025 - Present

- Lead multi-channel content strategy across social media, email and digital campaigns, translating complex mortgage topics into clear, audience-focused messaging.
- Develop and manage content that supports brand awareness, client education and audience engagement across the residential lending market.
- Coordinate campaign planning, content development and approvals while maintaining consistent messaging across channels.
- Analyze audience engagement and campaign performance to refine content strategy and improve future initiatives.

Marketing Director

CraneWorks | October 2023 - December 2024

- Directed brand and content strategy across digital, print, video and experiential marketing for a multi-location construction equipment company.
- Partnered with leadership and external media partners to develop campaigns that strengthened brand visibility and audience engagement.
- Led an experiential marketing campaign with the University of Alabama and WBRC Fox 6 News that increased website traffic 76.35% week over week.
- Managed large-scale events, content production and external partnerships that elevated brand presence across multiple audiences.

Communications Specialist

Southern Research | July 2022 - September 2023

- Led communications across a seven-building scientific research campus, translating complex scientific and organizational information into clear, accessible content for diverse audiences.
- Launched and managed an internal communications platform that generated 60,000 views from 300 unique users, expanding access to organizational news and resources.
- Developed communication strategies and five internal channels that contributed to a 30% increase in employee engagement.
- Partnered with scientists, executives and departmental stakeholders to manage high-priority content, approvals and messaging across multiple initiatives.

Graphic Designer

Autocar Trucks | July 2020 - August 2022

- Wrote, designed and produced seven 12–16-page product brochures, managing technical content, photography, layout and production from concept through publication.
- Translated complex commercial truck specifications into clear, audience-focused content for print and digital communications.
- Developed an integrated product campaign that increased website visits by 31% and generated 16 truck leads.
- Produced and distributed 2,500 copies of truck calendar showcasing completed Autocar trucks across the U.S., coordinating on-site and local photography while managing content, editing and design through production.

Social Media Marketing Assistant

University of Alabama at Birmingham | June 2018 - May 2020

- Developed digital content supporting UAB's \$1 billion fundraising campaign, translating institutional priorities into audience-focused stories and promotional content.
- Launched UAB's first student influencer program, generating 927 new Instagram followers and expanding audience engagement through student-led storytelling.
- Executed digital content strategies that contributed to a 40% increase in Facebook impressions and expanded audience reach.
- Collaborated across university departments to coordinate content, campaigns and messaging for multiple institutional audiences.

EDUCATION

University of Alabama at Birmingham (UAB) | Birmingham, AL | December 2017

- *Bachelor of Science in Marketing Management*
- *Minor in Spanish*
- *Year-long Study Abroad Program | Bilbao, Spain | May 2017*

CORE COMPETENCIES

Marketing & Brand Strategy

Integrated Marketing • Brand Strategy • Campaign Strategy • Content Strategy • Market Development • Audience Engagement • Strategic Partnerships • Event Marketing

Communications & Content

Strategic Communications • Internal & External Communications • Editorial Planning • Storytelling • Copywriting & Editing • Technical Content Translation • Long-Form Publications • Presentation Development

Business Development & Stakeholder Relations

Client Relationship Management • CRM & Contact Database Management • Lead Generation • Sales Enablement • Stakeholder Management • Cross-Functional Collaboration • Project Coordination • Partner & Vendor Coordination

Digital Marketing, Analytics & Technology

Social Media Strategy • Email Marketing • Content Performance Analytics • KPI & ROI Analysis • Google Analytics • Meta Ads Manager • Adobe InDesign • Photoshop • Illustrator • Canva • Mailchimp • Sprout Social • Meltwater • Microsoft Office

INDUSTRY EXPERIENCE

Real Estate & Mortgage Lending • Construction Equipment • Commercial Vehicle Manufacturing • Scientific Research • Higher Education • Nonprofit & Mission-Driven Organizations

LANGUAGES

English: Native/Fluent

Spanish: Bilingual/ C1 Advanced Proficiency (CEFR)

PROFESSIONAL AFFILIATIONS & COMMUNITY INVOLVEMENT

Chief Marketing Officer Institute — Alumna

Birmingham Art Alliance — Active Member

Birmingham Museum of Art — Volunteer