

# DAVINA NIELSEN

davinasdesigns.com

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Bilingual marketing management professional with 6+ years of experience improving strategic partnerships through digital storytelling, campaign management, and data-driven decisions. Passionate about designing audience-tailored content, messaging, and experiences to elevate brand awareness, establish trust, and mobilize invested interest.

- 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*

- Increased social media ad click-through rate by 216% (it went from 1.28% to 4.05%)
- Successfully launched 12-month omni-channel campaign (billboard, EDDM, social ads every 4-6 weeks)
- Generated six new loans by executing targeted sales and marketing efforts

### 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

Christopher Murray 1 (801) 201-9839 | crisser@mac.com

Rosie O'Beirne 1 (205) 422-3113 | robeirne@uab.edu