



Nicole Procunier

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15+ years creative leader with expertise in integrated multimedia production and brand marketing for global audiences. Proven ability to develop and execute impactful creative campaigns for lifestyle brands while guiding high-performing teams. Adept at partnering with brand management to translate market insights into compelling visual narratives that elevate brand identity.

Work Experience

04/2021 — 06/2025
Tampa, FL

Creative Broadcast Production Manager Nielsen

- Produced live broadcasts, events, and video content to communicate key messaging to a global audience enhancing employee engagement
- Executed broadcasts with seamless technical operations using teleprompters, cameras, and broadcast switchers to ensure uninterrupted, high-quality presentations
- Created compelling video content through scripting, storyboarding, filming, and post-production editing to support integrated marketing efforts
- Built engaging motion graphics for both internal and external communications
- Coached high-level executives on professional camera presence and delivery to enhance communication impact

07/2020 — 04/2021
Brandon, FL

Marketing Manager Got-Rack.com

- Managed multiple brands' social media presence across various platforms, driving enhanced brand visibility and customer engagement
- Conceptualized and strategized all B2B and B2C marketing communications—including email campaigns, printed literature, website content, and video assets—to control cohesive brand messaging
- Boosted social media engagement by 30% through strategic content creation and effective application of Adobe Creative Suite and Canva
- Instituted a streamlined protocol for managing incoming sales leads using Hubspot and Salesforce, significantly improving response times and conversion rates

03/2017 — 02/2020
Tampa, FL

Art Director Gator Cases

- Directed a creative team in producing integrated go-to-market assets for Amazon Marketplace and B2B/B2C customers, producing videos, one-sheets, catalogs, print ads, social media content, and brand websites
- Designed and built trade show exhibits—from planning logistics to on-site branding—while negotiating budgets ranging from \$5K to \$500K
- Managed ad budgets across multiple markets and collaborated with vendors and publications, optimizing campaign effectiveness and resource allocation

12/2015 — 03/2017
Tampa, FL

Senior Creative Marketing Lead Vology

- Produced product assets including— print, digital, motion graphics, photography, promotional videos, trade shows, and events to aid sales in capturing leads and closing deals

Work Experience

- Scaled departmental output by outsourcing projects, developing adaptable creative assets, and establishing an in-house video studio for rapid content turnaround
- Developed sales training tools and educational sessions to educate sales teams on product knowledge and enhancing customer success metrics

2012 — 11/2015

Oldsmar, FL

Director of Video Operations

Kelby One

- Led creative teams in video production, live broadcasting, and multimedia content creation, significantly enhancing brand development and campaign outcomes
- Produced a diverse range of digital content—including videos, motion graphics, animations, infographics, and promotional materials—to support marketing campaigns and social media strategies
- Guided high-profile projects for top-tier clients such as Adobe, Canon, and B&H Photo, while controlling budget adherence and timely deliverables through cross-functional collaboration
- Produced comprehensive video training course curriculum that improved user engagement and learning outcomes across a large online subscriber-based audience
- Built professional podcast studio sets and managed live and on-location broadcasts, effectively coordinating lighting, sound, and camera teams
- Conducted trade show event coverage for 5,000+ attendees to create daily impactful wrap-up video presentations and expo floor highlights

2009 — 2012

Oldsmar, FL

Executive Producer

Kelby One

- Produced high-quality online training classes within strict budgets and tight deadlines, reinforcing the brand's premier learning platform
- Travelled nationally, secured necessary permits, and coordinated with local offices to ensure smooth, legally compliant on-location productions
- Delivered a library of evergreen content that continues to engage and teach hundreds of subscribers

Education

Tampa, United States

Business | Bachelors Florida Metropolitan University

Skills

CREATIVE & COLLABORATION TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Audition), Lightroom, After Effects, SketchUp, Figma, Canva, Microsoft Office 365 (Word, Excel, Teams, Sharepoint, OneNote, PowerPoint, Outlook, OneDrive), Google Suite (Chrome, Drive, Meet, Sheets, Chat, Analytics), Zoom, AI (ChatGPT, Gemini, Grok)

CREATIVE & DIGITAL DESIGN SKILLS

Branding, Graphic Design, Typography, Motion Graphics, Presentation Development, Set Design, Staging, Trade Show, Event Production, Interior Design, Fine Art, Photo Retouching, 3D, Writing, Story Boarding, Scripting, Creative Direction, Marketing, SEO, SEM, Data Analytics, Email Marketing, Market Research, Campaign Management, Problem-Solving, Brainstorming Skills, Critical Thinking

LEADERSHIP & PROJECT MANAGEMENT SKILLS

Team Leadership, Collaboration, Mentorship, Project Management, Cross-Functional Coordination, Brand Management, Time Management

PROJECT MANAGEMENT PLATFORMS

Wrike, Monday.com, Asana, HubSpot, Salesforce

MARKETING & COMMUNICATIONS

Marketing, Strategy, B2B, B2C, Communications, Social Media, LinkedIn, Facebook, Instagram, X

VIDEO PRODUCTION & BROADCAST GEAR

vMix, TriCaster, Cameras, Lighting, Sound, Keying, Staging, Set Design/Build, Teleprompter