**Elizabeth Nicole Anderson**

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**EDUCATION**

**University of North Carolina at Chapel Hill** Dec. 2023

**Hussman School of Journalism and Media**

*M.A. Mass Communications with a focus on strategic communications*

**University of North Carolina at Chapel Hill** May 2022

**College of Arts and Science**

*B.A. with Distinction in Interpersonal Communications and Environmental Studies with a focus on Sustainability*

**PROFESSIONAL EXPERIENCE**Bottom of Form

**The Carolina Center for Healthy Work Design and Worker Well-Being** – Chapel Hill, NC Dec. 2022 – Present

*Centers of Excellence for Total Worker Health®*

**Communications Specialist**

* Developed short and long-term strategic communications plans
* Utilized design tools to implement the branding across internal and external communications
* Created and distributed templates, PowerPoints, newsletters and any communications-related documents
* Worked with partnering organizations to create co-branded communications materials

**iTero** – Morrisville, NC July 2021 – March 2023

*Align Technology*

**iTero Marketing Intern**

* Collaborated on and developed professional marketing content for potential customer segments
* Implemented branding strategies across channel marketing efforts
* Developed campaign strategies for products and new integrations
* Conducted research and built a competitive strategy for the North American marketing team
* Worked closely with key stakeholders, including sales, legal, branding and broader marketing
* Worked directly with contracted advertising agencies and internal creative teams

**CO-OP EXPERIENCE**

**NHL Nashville Predators** Aug. 2022 – Dec. 2022

*Nashville, Tennessee*

* Conducted primary and secondary research on current and potential consumers
* Developed and pitched a public relations campaign to reach untapped consumer segments

**Arts Together**  Jan. 2022 – May 2022

*Raleigh, NC*

* Audited current communications efforts
* Developed consistent branding and messaging strategies during internal leadership change
* Utilized image and design tools to build a suite of social posts and digital content
* Successfully created, pitched, and executed a campaign

**Yale Program on Climate Change Communication**  Aug. 2021 – Dec. 2021

*Yale School of the Environment, New Haven, Connecticut*

* Researched consumer segments
* Developed content marketing, implementing lesson plans, and branding to better implement environmental communication efforts
* Audited the current scope of the organization and designed short-term and long-term marketing plans

**Kids Voting Durham** Jan. 2020 – May 2020

*Durham, NC*

* Conducted a communication audit
* Developed a client portfolio consisting of a SWOT analysis, public relations plan, news releases, public service announcements, and social media calendar with content

**PROFICIENT SKILLS**

Cision **|** Adobe Creative Suite **|** Microsoft Suite **|** Qualtrics **|** WordPress **|** Python **|** Mailchimp **|** CSS **|** CITI Program certification in human research **|** Marketing research and analytics **|** Social media skills **|** Content Marketing skills **|** Data visualization **|** Email marketing skills **|**