



Arika Nash

Enthusiastic personality with a diverse background in customer service, administrative support, and marketing. Strong orientation for detail, creativity, and problem-solving. Thrives working in a team or independently.

Charlotte, NC

EXPERIENCE

Baker Communications, Houston, TX — Marketing Communications Manager (Remote)

April 2021 - Current

- Led a committee of 7 individuals from ideation to launch of a new 1000-page website, including copywriting, SEO, Graphics, etc.
- Oversees day-to-day marketing efforts including product, content, digital, social media, email, partner marketing, etc.
- Increased LinkedIn analytics: 38% in engagement, 49.6% in reposts, and 35% in followers.
- Oversees all marketing projects from ideation to completion.

Olly Olly, Charlotte, NC — Digital Project Manager

October 2020 - April 2021

- Managed 15-25 projects at one time
- Responsible for planning, overseeing and leading projects from ideation through to completion
- Communicated with different departments throughout the project to ensure a smooth process
- Maintained all project documentation, status reports, client presentations, feedback, and approvals

Southeast Psych, Charlotte, NC — Operations Coordinator/ Social Media & Graphic Design

October 2019 - October 2020 (*position eliminated due to downsizing*)

- Increased audience by over 30% across social media platforms
- Coordinated with schools, businesses, and organizations for talks, webinars, and interviews
- Created all creative needs (flyers, ads, banners, social media, videos, etc.)
- Communicated with digital communities by liking, posting, commenting, and answering audience inquiries

The Allen Lund Company, Charlotte, NC — Broker's Assistant/Logistics

August 2015 - October 2019

- Distributed 800+ emails daily for scheduling, tracking & tracing for truckloads and orders, and problem resolution
- Coordinated 1,200+ pickup and delivery appointments for loads monthly
- Partnered with brokers and provided support related to policies and key accounts
- Helped lead the Charlotte branch to most profitable office nationwide

SKILLS

Active Listening
Organization
Communication
Data Entry
Microsoft Office Suite
Graphic Design
Adobe Illustrator
Marketing
Team Player
Time Management
Creative Problem Solving
Basecamp
Google SEO
Monday.com
Canva

AWARDS

2019: Best Film: 1st Place:
Greensboro 48 Hour Film Project

2019: Honorable Mention:
Best Writing: Greensboro 48 Hour Film Project

2008: Mock Trial State Championship

EDUCATION

York Technical College, Rock Hill, SC — A.A.

August 2014 - May 2016

3.8 GPA - Magna Cum Laude

Royal Academy of Dramatic Arts, London, England — Shakespeare Summer School
July 2022-August 2022