

# Nikole Sylvester

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[Blog/About Me](#)

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## EDUCATION

### Startup Institute

Boston, MA

*Technical Marketing Student*

March 2014-Present

- Selected by Startup Institute in a highly competitive process to attend high impact intensive training program
- **Focused on developing core marketing skills including** inbound and outbound marketing, content creation, SEO, paid ad placement, HTML and social media management

### Suffolk University

Boston, MA

*Bachelor of Science in Journalism with a Concentration in Public Relations*

May 2012

Study Abroad: Bond University, Gold Coast, Australia

## EXPERIENCE

### Kel & Partners

Boston, MA

*Public Relations Intern*

Jan 2012-May 2012

- Authored pitches to blogs and news outlets to market an online ecommerce site resulting in a 10 minute segment on *Good Morning America*
- Worked with senior executives to create relevant content through blog posts and encourage popular blogs to write about client resulting in a dramatic traffic increase by 200%

### Edhance

Boston, MA

*Public Relations Intern*

Sept 2010-Dec 2010

- Developed social media strategy and initiated the companies Twitter and Facebook accounts. Grew twitter following to over 2,000 a 200% increase in under 4 months and generated several hundred like on Facebook by targeting and engaging with students in Boston
- Created marketing campaigns designed around contests and giveaways to attract new users, drove brand awareness to a 50% increase in member registration making Edhance the largest online student discount provider in the U.S.

## Interests

Avid Boston sports fan, supporter of local breweries, aspiring comedian