

Nicole Wozny

Superior communication skills, problem solving abilities, proven record of excellent customer service, creativity, leadership, and teamwork.

With areas of expertise in advertising, sales, social media, and hospitality.

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EXPERIENCE

Ferrara Candy, Chicago, IL— *Data Analyst*

August 2023 - PRESENT

- Utilized statistical methods to analyze large datasets and identify trends within the market.
- Developed and optimized an internal website, driving a 200% increase in user traffic by streamlining over 300,000 files and consolidating the platform. Designed all graphical assets and continue to manage site flow, user permissions, and ongoing maintenance.
- Collected and analyzed market research data for use in forecasting within the e-commerce platform.
- Designed sales-driven content and updated existing online marketing.

American Advertising Federation at Illinois, Urbana-Champaign, IL — *CEO*

September 2022 - May 2023

- Lead a club with 400+ general members and 35+ board members under the Illinois chapter for the American Advertising Federation.
- Teach and lead students through projects relating to advertising. Working with local clientele to boost revenue and awareness.

C.U.B.S. Iowa — *Crew Chief*

July 2021, 2023, and 2024

- Lead a group of crew members during a bicycle trip across Iowa (RAGBRAI)
- Managed transportation, finances, housing, and other accommodations for 60 bike riders

Curtsy, Urbana-Champaign — *Representative*

December 2021 and June 2022

- Hosted large scale events with over 200 attendees
- Generated promotional social media content and increased audience awareness by 300%
- Educated women about an innovative concept of shopping for clothing in an environmentally conscious way

EDUCATION

University of Illinois at Urbana-Champaign, Urbana-Champaign

Bachelors of Science in Advertising

August 2019 - May 2023

Minors- Informatics and Hospitality Management

SKILLS

Fluent in Canva, Google Suites, Microsoft Suites, and Social Media

Intermediate Python Language

Strong Sales Skills on: Ebay, Curtsy, Poshmark, Instagram

AWARDS AND CERTIFICATES

Trade Desk Certificate - The Edge Academy

Chicago CTA Colorline Scholarship

North American Manx Association Scholarship

PADI Certified Scuba Diver

Dean's List at UIUC

LANGUAGES

Russian: Advanced

Spanish: Intermediate

INVOLVEMENT

Illinois Student Advisory Board: General Member

Verge Illinois: Social Media Manager

Woman Who Lead: Event Planner

INTERESTS

Social Media Food Trends

Acting

Working out

Beauty, Lifestyle, and Wellness

Unique Travel Experiences

Research Study Participant

