

NIKKI STALEY

EXECUTIVE SUMMARY

Strategic marketing and communications leader with 9+ years of experience directing integrated campaigns, setting creative vision, and managing high-performing teams across agency and in-house environments. Proven success in audience-centered storytelling, brand stewardship, digital advertising, and data-informed creative optimization. Passionate about advancing mission-driven organizations through compelling messaging, cross-functional collaboration, and measurable marketing impact.

 814-229-4854

 nikd2731@gmail.com

 www.nikki-staley.com

CORE EXPERTISE

Leadership & Strategy

- Creative Direction
- Messaging Frameworks
- Team Leadership & Mentorship
- Budget Management
- Strategic Planning & Alignment
- Cross-Functional Collaboration

Marketing & Communications

- Integrated Campaign Development
- Brand Stewardship
- Content Strategy
- Digital Advertising
- Email Marketing
- Enrollment & Engagement Marketing
- Analytics & Performance Reporting
- Accessibility & Inclusive Communication

Tools & Platforms

- Adobe Creative Suite
- HubSpot
- Microsoft Office
- Drupal & Wordpress

EDUCATION

Bachelor of Science – Strategic Communications

Advertising, Public Relations, Corporate Communication

Clarion University (PennWest University)

PROFESSIONAL EXPERIENCE

Central Electric Cooperative

Parker, PA

April 2023 – Present

Communication Supervisor

- Lead internal and external communications strategy aligned with organizational strategic goals
- Manage and mentor communications staff; support hiring, onboarding, and annual performance reviews
- Introduced and implemented a Google Ads digital advertising strategy, expanding audience reach and engagement
- Modernized strategic email communications to improve clarity, consistency, and effectiveness
- Manage a \$355,000+ annual budget, prioritizing initiatives that deliver measurable impact
- Ensure consistent brand expression, accessibility, and inclusive communication practices across all materials
- Successfully completed the Certified Cooperative Communicator Program within two years of employment
- Plan and execute 7 large-scale member events annually and manage board elections, achieving the highest candidate participation to date

Cosmitto

Pittsburgh, PA

July 2018 – January 2025

Account & Creative Director

- Set creative vision, messaging frameworks, and promotional priorities for 30+ client accounts
- Directed integrated marketing campaigns across digital, social media, web, email, and print channels
- Led, hired, trained, and evaluated a 10-person cross-functional team, fostering collaboration and accountability
- Oversaw development of creative assets and advertising concepts to ensure consistent brand expression
- Collaborated with digital and account teams to align creative direction with campaign strategy and audience targeting
- Monitored performance data and analytics to refine creative strategies; communicated insights to executive stakeholders
- Co-managed account budgets and ensured profitability aligned with organizational goals
- Led enrollment- and engagement-focused marketing initiatives for the Harvard Business School Club of NY, driving awareness, participation, and executive audience engagement

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Cosmitto

Pittsburgh, PA

September 2017 – July 2018

Senior Account Manager

- Managed a team of 5 account professionals, facilitating weekly strategy and performance meetings
- Oversaw health and retention of 20+ client accounts while maintaining direct client relationships
- Implemented internal efficiency initiatives, including time tracking and improved hiring processes, reducing training costs and improving retention
- Mentored new employees and trained staff on marketing automation tools

Cosmitto

Pittsburgh, PA

March 2017 – September 2017

Digital Marketing Account Manager

- Managed up to 12 concurrent client accounts across digital and social platforms
- Achieved 472% growth in Facebook followers within four months through paid and organic strategies
- Maintained above-industry-average performance on multiple email marketing campaigns
- Analyzed performance data to pivot strategies and improve ROI
- Served on internal marketing team managing HubSpot platform