

Angela Nicholson

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EXPERIENCE

[HearWorks](#); Charlotte, NC

Sept 2022 – Current

HearWorks is a full-service marketing agency specializing in serving the hearing healthcare providers through providing innovative marketing and automation solutions.

Account Manager

- Successfully manage and develop client relationships while maintaining organized and accurate monthly reporting on over 25 accounts.
- Ensure project timelines and elements are executed on schedule.
- Analyze accounts in a targeted manner to provide recommendations matching client goals and ensure the optimal performance of marketing efforts.
- Assist in planning client educational events and meetings, both inside and outside of the United States,
- Plan and prepare engaging and inclusive monthly team social activities

[Media Star Promotions](#); Charlotte, NC

May 2018 to July 2021

Media Star Promotions' specializes in experiential marketing, brand tours and consumer engagement programming for clients ranging from some of the world's top recording artists to non-profit fundraisers.

Program Manager

- Surpassed market goal by more than 150% and achieved highest redemption rate of all program managers nationwide
- Spearheaded strategic launch of VELO New Generation Product (NGP) to drive sales and increase brand awareness
- Coaching Brand Ambassador teams on product information and strategies for securing on-site consumer trial opportunities, leading product experiences, and determining stores/venues for promotional initiatives
- Managed Brand Ambassadors with comprehensive oversight of scheduling, reporting, feedback collection, and data analysis
- Collaborated with ANCs (Adult Nicotine Consumers), retail management staff, and local RJ Reynolds trade employees to lead in-field marketing campaigns showcasing future-forward product portfolio and knowledgeable staff teams

[Vision Group Holdings](#); West Palm Beach, FL

July 2015 to Feb 2018

Vision Group Holdings oversees and manages two of the leading LASIK surgery providers in the world: The LASIK Vision Institute and TLC Laser Eye Centers. Between the two brands, the company has performed over 3.3 million LASIK eye procedures.

Southeast Regional Manager

- Successfully expanded market by 70% and simultaneously managed up to 11 events, including engagements with 50,000 – 250,000 attendees
- Managed event activation teams and collateral to facilitate various engagements across five states
- Conducted research on events to strategize VGH activation areas in 13 cities for maximum ROI
- Connected with potential clients to secure and negotiate contracts, in addition to supporting clients as lead event contact
- Organized travel schedule, arranged logistics, and managed training process for leadership team
- Operational Handbook Project: Authored multiple corporate support documents, including Team Lead Activation Training Handbook and Checklist and Operational Handbook for Special Events Regional Managers

[Levine Museum of the New South](#); Charlotte, NC

Feb 2014 to Sept 2015

A cultural history museum in Charlotte whose mission is to engage in the exploration and appreciation of the diverse history of the South and provide opportunities for life-long learning about this history for the enjoyment and education of children and adults.

Event Coordinator

- Increased event package sales by delivering engaging client tours of venue space while executing a wide range of organizational events, including professional meetings, conferences, fundraisers, private parties, and weddings
- Fulfilled multifaceted Event Manager role with comprehensive leadership over sales strategies, contracts, budget creation and management, department floor plans, scheduling, payroll, and all other logistics
- Collaborated with teammate to execute events, manage client communications, record financial data, evaluate vendor information, and schedule staff

COMMUNITY EXPERIENCE

[Young People in Recovery](#), Charlotte, NC

Sept 2012 to Sept 2015

YPR provides the training and networks all individuals, families, and communities need to recover and maximize their full potential.

Chapter Co-Founder & Secretary

- Established new chapter of national non-profit organization supporting recovery processes of youth population in local community through various service initiatives
- Controlled scheduling and organization of group activities, including community outreach events and chapter meetings
- Managed communication through social media, email marketing, and conference calls
- Created chapter bylaws and policies, informational materials, resource organization procedures, and group documents
- Organized events designed to raise awareness, promote volunteerism, and educate community members on key issues

EDUCATION & TECHNICAL SKILLS

[Johnson & Wales University](#), Charlotte, NC – *Bachelor of Science in Management*

Microsoft Office Suite, Microsoft Outlook, Citrix, CRM, MarketCap, Google Docs, Google Sheets

North Carolina Crowd Manager Certified, The Bridal Society Wedding Planner Certified