

# NIKKI FABRIZIO

## CONTENT MARKETING MANAGER

### PROFESSIONAL SKILLS

Content Strategy & Planning  
Copywriting  
Thought Leadership & Blogging  
Project Management  
Cross-Functional Collaboration  
Video Production  
Market Research  
Executive & Editorial Comms  
Email Marketing  
Campaign Optimization

### PERSONAL SKILLS

Creative Storyteller  
Deadline-Driven  
Process-Oriented  
Collaborative & Team-Oriented  
Self-Starter  
Purpose-Driven  
Continuously Curious

### SOFTWARE

#### CRM & Marketing Automation:

Salesforce, Pardot, HubSpot,  
ActiveCampaign, Splash, Yumpu

#### Project Management &

**Collaboration:** Asana, Jira, Slack,  
Notion, Schoology

#### Creative & Design:

Final Cut Pro, Premiere Pro, After Effects,  
Photoshop, Illustrator, Lightroom,  
InDesign, Figma

#### Email, Social & Web Platforms:

Demio (webinars), Sprout Social,  
Hootsuite, WordPress, Wix

### EDUCATION

#### BBA, Business Management

**BA, Art** - Concentration Digital  
Design

Pace University, 2010-2014

GPA 3.5 - Cum Laude

Full-Year Honors Thesis: "Adventure  
Tourism Management"

#### Semester Abroad

University of Otago, Dunedin, NZ  
Spring 2013

### CONTACT

+1 631 816 4109

nikki.t.fabrizio@gmail.com

[nikkifabrizio.com](http://nikkifabrizio.com)

New York, NY based

### FREELANCE CONTENT & COPY SPECIALIST

Various Clients | New York, NY | December 2022 - Present

- Wrote engaging, brand-aligned blog content for clients across industries.
- Crafted compelling email campaigns designed to drive engagement, improve open and click-through rates, and support lead generation goals.
- Wrote and structured the PADE Model e-book for Solent Strategies, a lead-generating asset tailored to B2B tech founders and small business leaders - translating complex marketing frameworks into an approachable, conversational resource.
- Conceptualized and executed a direct mail campaign and two sales enablement decks - including copywriting and design - for an educational travel client, aligning messaging with brand strategy and audience intent.
- Developed platform-specific social media copy that increased audience interaction and elevated brand visibility for a B2B tech client across Facebook, LinkedIn, and Twitter.

### SENIOR CONTENT MARKETING MANAGER

Ogury | New York, NY | December 2023 - March 2025

- Developed integrated quarterly content plans centered on priority themes such as Zero-Party data, Personas, AdTech innovation, and sustainability - delivered through blogs, email campaigns, case studies, and infographics.
- Wrote and published over 40 blogs, driving 6,000+ total views and an average pageview bounce rate under 80%, contributing to Ogury's thought leadership in privacy-first advertising.
- Managed strategy, content, and execution for quarterly customer newsletter - curating multi-regional editions in collaboration with multiple teams - resulting in a 202% increase in open rate and 77% lift in CTR from initial send to Q125, with over 20,000 recipients.
- Led content, execution, and reporting for a webinar campaign that drove 277 registrants and high engagement rates (76% average session duration, 26% CTA click-through), while producing actionable insights for Sales team - earning an internal Outstanding Achievement Award for campaign success.

### INTEGRATED CONTENT MANAGER

160/90, An Endeavor Company | New York, NY | Sept 2022 - August 2023

- Managed 160/90's corporate social channels (Instagram, LinkedIn, Twitter), achieving +10% audience growth, +10% increased impressions, and +5% lift in engagement rate through strategic planning and optimization.
- Developed and maintained weekly and monthly content calendars that showcased agency work, culture, talent, and thought leadership - including original content for the agency President and executive team.
- Produced monthly social analytics reports to inform and refine content and publishing strategies.
- Led internal communications initiatives to strengthen employee engagement and cultural alignment, including the production of weekly newsletters featuring executive messaging - filming and editing video updates from the organization's President.

### CONTENT MARKETING MANAGER

Airtame | New York, NY | Aug 2021 - June 2022

- Developed and maintained a wide range of marketing content - including product collateral, partner materials, sales tools, and promotional assets - to support pipeline growth and brand awareness.
- Led end-to-end content execution for a major product launch, orchestrating deliverables across multiple channels for maximum reach and engagement:
  - **Email:** Delivered 35 global email campaigns with an average open rate exceeding 40%, outperforming industry benchmarks.
  - **Social:** Produced 100+ social media posts, generating over 100K impressions, 1,300+ link clicks, and a 3.3% engagement rate.
  - **Video:** Directed a brand storytelling video at company HQ in Copenhagen and produced additional product and support videos to reinforce messaging.
  - **Webinar:** Planned and managed a live webinar with 370 registrants, 178 live attendees, 80 audience questions, and 100+ on-demand replays.
  - **Web:** Edited and optimized content for 6 new webpages, aligning copy with emerging search trends and customer behavior insights.
- Created 13 in-depth customer case studies in partnership with a global Sales team, highlighting real-world product impact across diverse industries.
- Conceptualized and executed over 30 targeted email campaigns, distributing 500,000+ emails to drive demand generation and nurture leads through the funnel.

### SOCIAL MEDIA AND CONTENT MANAGER

WorldStrides | New York, NY | Nov 2018 - July 2021

- Spearheaded the creation and publishing of 2,500+ original, high-quality posts (copy, photos, graphics, videos) across five distinct brands and 15 social channels, driving consistent brand voice and engagement.
- Developed and implemented a refreshed social media strategy for the ISA brand, achieving audience growth of +42%, post link clicks up +300%, engagement up +99%, and impressions surpassing +1000%.
- Launched and scaled influencer marketing programs targeting K-12 and higher education audiences, resulting in measurable increases in both follower growth and content engagement.
- Produced and managed content for major cross-channel marketing initiatives, including the Teacher of the Year Contest and Teacher Appreciation Week, driving spikes in engagement and brand sentiment.
- Wrote and published 25+ long-form blog articles for corporate channels, increasing organic traffic and strengthening SEO visibility.

### INTERNATIONAL STUDENT ADVISOR

International Studies Abroad | Auckland, NZ | June 2017 - May 2018

### DIRECTOR OF ALUMNI RELATIONS

International Studies Abroad | Austin, TX | July 2016 - May 2017