

NICHOLE MESSER

SENIOR ONLINE MARKETING CONSULTANT



(765) 401-0099



nicholemarchand@outlook.com



Hamilton, MI



nicholemesser.com

PROFESSIONAL SUMMARY

Results-driven outside sales representative committed to continuous growth in sales revenue and exceeding monthly sales quota. Exceptional in prospecting, cold calling, securing, and maintaining consistent new business. Top 10% sales performer nationwide for nearly 6 years. Motivated to generate and increase sales while delivering top-notch customer care.

WORK EXPERIENCE

Senior Online Marketing Consultant

August 2020 - Present

Townsquare Interactive, Inc. – Hamilton, MI (remote)

- Present digital marketing services and negotiate pricing with prospective clients at 75+% close rate in sales demonstrations.
- Cultivate new sales prospects to consistently meet sales quota of \$2,500 monthly through daily cold calling and follow up.
- Oversee client accounts to ensure customer satisfaction with 97% client retention.
- Coach and train Account Executives across two markets to set quality appointments for new clients.

Marketing and Business Development Manager

April 2019 – July 2020

Contacta, Inc. – Holland, MI

- Leader of sales team and company representative for all external sales including high-profile opportunities with Meijer, Morgan's Wonderland, and AT&T.
- Responsible for account development, cold calling, assessing client needs, and identifying solutions.
- Exhibit newly launched products at national and international tradeshows while meeting with potential new buyers and networking with other companies.
- Create, present, and monitor marketing and sales tactics for US dealer network.

Digital Marketing Account Manager

August 2018 – March 2019

CP Solutions - Zeeland, MI

- Personally managed 14 upscale accounts with a \$360k portfolio to ensure continuous client satisfaction and expanded business.
- Assigned and managed tasks delegated to service departments to ensure timely completion and monitor performance.
- Managed entire digital marketing campaign, including a 12-18-month marketing strategy, creative development, and performance analytics.
- Generated monthly recaps to report work performed for clients, tracked analytics, ROI based on goal conversions, and in-house recommendations.

EDUCATION

Bachelor of Science

Selling & Sales Management

Purdue University

West Lafayette, IN

May 2017

Certificate of

Entrepreneurship & Innovation

Purdue University

West Lafayette, IN

May 2017

SKILLS

- Salesforce Proficiency
- Google Analytics
- Cold Calling
- SEO
- Content Marketing
- Social Media Strategy
- SEMrush
- WordPress and Wix
- Adobe InDesign
- Adobe Photoshop
- Microsoft Suite

NICHOLE MARCHAND

MARKETING & BUSINESS DEVELOPMENT MANAGER



(765) 401-0099



nicholemarchand@outlook.com



Hamilton, MI



nicholemesser.com

WORK EXPERIENCE

Client Support Coordinator

May 2018 – July 2018

CP Solutions – Zeeland, MI

- Developed client's social media content for various platforms based on analytics and industry trends.
- Reviewed website content for overall readability, linked content, and factual accuracy before publication.
- Researched and analyzed key market trends for topics and practices while monitoring client's top competitors.
- Evaluated client's websites for suggested areas of improvement based on design and content creation.

Assistant Property Manager

March 2017 – May 2018

Shenandoah Properties – Lafayette, IN

- Managed all marketing efforts by utilizing social media channels and community outreach.
- Utilized RENTCafe to execute online leases, track rental payments, and manage property website.
- Evaluated and recommended changes in rental pricing strategies, community policies and training programs for new employees.
- Utilized Yardi Voyager to generate online lease documents, submit work orders, screen applicants, manage the flow of vacating and future residents, and more.

Leasing Specialist

January 2016 – March 2017

Shenandoah Properties – Lafayette, IN

- Personally managed 14 upscale accounts with a \$360k portfolio to ensure continuous client satisfaction and expanded business.
- Assigned and managed tasks delegated to service departments to ensure timely completion and monitor performance.
- Managed entire digital marketing campaign, including a 12-18-month marketing strategy, creative development, and performance analytics.
- Generated monthly recaps to report work performed for clients, tracked analytics, ROI based on goal conversions, and in-house recommendations.

Please visit www.nicholemesser.com for a complete work history and letters of recommendations

ACHIEVEMENTS

2025 Highest Client Retention

Townsquare Interactive

January 2026

2025 #1 Market

Townsquare Interactive

January 2026

2023 Most Cold Calls

Townsquare Interactive

January 2024

2021, 2022, 2023

President's Club Winner

Townsquare Interactive

2020 Rookie of the Year

Townsquare Interactive

December 2020

New Company Record – Fastest to Senior #5

Townsquare Interactive

December 2020

"Hawaii Madness" Sales

Competition Winner

Dish & Purdue University

West Lafayette, IN

December 2015