

Angelica Nisbet

Los Angeles, CA | (818) 967-7016 | angelicanisbet@gmail.com | LinkedIn.com/in/angelicanisbet

EDUCATION

University of California, Santa Barbara | *Bachelor of Arts*

Cumulative GPA: 3.88/4.00

Majors: Economics | *Minor:* Professional Writing (Multimedia Communications)

Expected: June 2024

Coursework: Entrepreneurial Insights, Econometrics, International Economics, Issues in Tech, Business, & Society, Macroeconomics, Magazine Writing, Microeconomics, Multimedia Writing, Statistical Economics, Theories of Communication, Writing Web Content

Honors: Dean's Honors List (2020, 2021, 2022, 2023), Panhellenic Scholarship Recipient 2021

Memberships: American Marketing Association, Alpha Phi, Educational Opportunity Program, Entrepreneurship Association

WORK EXPERIENCE

UC Santa Barbara Basketball - Men's Division 1 College Basketball Team

Santa Barbara, California

Social Media Marketing Intern

October 2022-Present

- Produce diversified content on Instagram and TikTok by tracking engagement analytics resulting in over 2 million views
- Boost Twitter engagements by facilitating scripted post-game videos interviewing players resulting in a 20% rise in followers
- Execute market research by surveying the opinions of students, players, and faculty enabling a new market strategy to be built
- Advertised home games through flyers and tabling on campus resulting in a 50%+ attendance increase in the student section

Demboski & Chapman, Inc - Financial and Insurance Advisory Firm

Santa Barbara, California

Business Administrative Assistant

September 2022-April 2023

- Supervised client needs by communicating directly, scheduling meetings, updating contacts, and filing meeting notes
- Generated insurance quotas, login guides, and rate worksheets on WarnerPacific to renew open enrollment for 1000+ employees
- Developed supplemental and complementary analysis through Excel for 50 clients to implement insurance budgeting reports

PartnerCentric, Inc. - Largest Woman-Owned Performance Marketing Agency

Santa Barbara, California (Remote)

Marketing Analyst Intern

August 2021-July 2022

- Performed external SEO by tracking Google traffic volume, CPC, and EPC through Similarweb to advance client's SERP rank
- Conducted internal SEO by testing keywords to complete content, coupon, and loyalty audits resulting in client strategy models
- Utilized sales prospecting across affiliate networks (ShareASale, CJ, Rakuten) and accumulated 1000+ top Alexa-ranked companies
- Leveraged client communications by writing newsletters, placing banner ads, and running mail merges, enhancing program loyalty
- Implemented KPI and SEO tools (i.e. Hunter) to research prospective companies causing a 20% increase in client recruitment

BeReal. - Social Media App Start-Up

Santa Barbara, California

Campus Brand Ambassador

January 2022-June 2022

- Referred students using market strategy and sales tactics, increasing brand awareness and recruiting over 500 new users to the app
- Obtained consumer feedback using market research by way of interest sheets and surveys resulting in <1,000 respondents
- Organized booth promotions and large social events with the campus director resulting in 2 Greek life events and 750+ sign-ups

LEADERSHIP & ACTIVITIES

UCSB Associated Students – Global Gaucho Commission

Santa Barbara, California

Director of Marketing and Publicity

April 2023-Present

- Managed a budget of \$30k by allocating funds to UCSB international clubs and organizations and financing campus-wide events
- Launched a GGC website redesign for the 2023-2024 academic year through WordPress, expanding website engagement by 20%
- Devised a marketing campaign and ad strategies to recruit 3,000+ international students to the Fall 2023 GGC Welcome Event

Alpha Phi Sorority

Santa Barbara, California

Director of Social Media Marketing

October 2021-October 2022

- Created TikTok content that reached over 1.9 million views and 230k likes to recruit 80 new members for the 2022 member class
- Coordinated with the chapter president to promote fundraising for the 2022 Red Dress Gala event and philanthropy "Phi Week" raising over \$50k towards the Alpha Phi Foundation to support women's heart health

SKILLS & INTERESTS

Skills: Adobe Flash Design & Photoshop, Canva, Google Analytics, Interviewing, Microsoft Office Suite, Stata, WIX, WordPress

Interests: Acting, Cooking, Depop (Retail), Fitness (Basketball), Modeling (Wilhelmina), Music festivals, Photography, Traveling