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SKILLS

Communication
Problem-solving
Process Improvement
Innovation
Adaptability
Improving Efficiency
Reducing Costs
Team Building
Resource Management
Leadership
Contracts & Negotiations

EDUCATION + CERTIFICATIONS

DIGITAL MEDIA ARTS COLLEGE
Bachelor of Fine Arts (130 credits)
2003-2006

**HARVARD
CORPORATE LEARNING**
Manage Mentor Program
June 2019

**FUNDAMENTALS OF
DIGITAL MARKETING**
Google
May 2022

TOASTMASTERS
2022-2023

ADVANCED GOOGLE ANALYTICS
Google
January 2024

PROFESSIONAL OVERVIEW

As a seasoned marketing executive with 20 years of experience, I excel in generating leads and increasing revenue through innovative, methodical, and efficient strategies. I thrive in fast-paced environments and have a track record of building highly efficient, goal-oriented teams. I have been instrumental in multi-channel content creation, product marketing and conceptualizing award-winning campaigns. If you are seeking a goal-oriented leader with a passion for quality and a competitive edge, then **I am perfect for the job.**

EXPERIENCE

Managing Partner, Senior Vice President of Sales & Marketing 06.2022 - present
EM Virtual Services | Tallahassee, Florida

Established six-figure virtual services provider for small to mid-size law offices from the ground up, creating business plan, vision, mission, overarching sales and marketing strategy, and annual budget and growth projections. Leveraged deep expertise in B2B marketing and competitive analysis to effectively position a much-needed service within a limited market.

- Manage company operations by allocating resources, evaluating challenges, and designing processes, policies, and procedures that drive continuous improvements to operating logistics and workflows.
- Conduct research and provide business insights to support business development and strategic initiatives.
- Coach and mentor a team consisting of nine remote virtual assistants, designers, and sales managers; employing effective training and goal-setting methods to yield high productivity and strong team morale.
- Designed and manage the corporate website, oversee content development and optimize for SEO, monitor performance, and conduct routine updates and maintenance.
- Implemented a social strategy that led to a 28% increase in engagement and 13% growth in audience, ultimately contributing to a 6% boost in lead generation.
- Established and currently manage corporate brand identity, ensuring messaging consistency.

Vice President of Sales & Marketing 05.2023 - 11.2023
Empire Medical Training | Fort Lauderdale, Florida

Recruited to spearhead a revenue turnaround and strategically position the sale of the company, the longest-tenured continuing medical education provider for physicians specializing in aesthetics, anti-aging, and pain management. Head the corporate strategy, growth game plan, P&L, product strategies, sales channels, and strategic partnerships to increase revenue and enhance the company's appeal to potential buyers.

- Implemented an offshore sales team to complement the internal sales force, ensuring coverage around the clock. Within three months, the team successfully generated \$500k in sales.
- Launched webinar series that resulted in 200+ attendees on average and a 12% conversion rate.
- Restructured Memberships by separating additional free year and virtual training as optional add-ons, leading to additional revenue of \$125k in Q4.
- Developed and executed a no-show fee policy for students who failed to provide 72-hour notice of training unavailability. Additionally, established internal procedure for processing charges and collaborated with the Chief Technology Officer to set up a credit card vault, contributing to an extra \$50k in revenue.
- Conceptualized and developed successful new products for international markets.
- Introduced the use of artificial intelligence, including ChatGPT for content development, Aragon.AI for portrait creation and standardization, and Craiyon for image generation.
- Revitalized the University Partnership Program to extend CME-quality training to medical schools, such as Columbia University and UCLA, further positioning Empire as a leader in CME training.

WORK EXPERIENCE CONTINUED

Vice President of Marketing

03.2020 - 05.2023

Cross Country Healthcare | South Florida

Led marketing operations, corporate marketing, product marketing, B2B/B2C marketing, social media, and brand management for one of the largest, publicly-traded healthcare staffing companies. Managed multi-million dollar marketing budget, comprised of 40+ remote marketing professionals, graphic designers, animators, and off-shore UI/UX designers.

- Drove nearly \$3 billion increase in total revenues between fiscal year 2020 and 2022.
- Developed, launched and promoted a revamped, consolidated website alongside an enhanced SEO strategy, leading to consistent month-over-month user growth and 38% increase in lead conversion.
- Successfully facilitated two enterprise acquisitions with coordinated marketing and branding initiatives while maintaining strict confidentiality throughout the process.
- Led brand consolidation strategy, marketing plan, and launch to shift from 15 business units to seven.
- Responsible for marketing communications tech stack and led the transition of Salesforce to HubSpot.
- Actively led development and go-to-market (GTM) strategy for our diverse product suite, including a B2B Vendor Management System, career management platform, and two consumer-facing apps.
- Spearheaded retargeting initiative and new PPC strategy resulting in a 125% increase in lead generation YOY.
- Implemented dynamic job descriptions across the enterprise improving lead conversions nearly 20%.
- Named one of Staffing Industry Analysts 40 under 40 in the class of 2022.
- Awarded five PR Daily Awards for Brand Awareness, Employee Engagement, Healthcare Marketing, Media Relations, and Specialty Campaigns. Also, received three Telly Awards for use of stock footage, general recruitment, and internal communications.

Marketing & Sales Director

03.2019 - 03.2020

StrideCare | Dallas, Texas

Within a start-up environment, led a 15-member cross functional team managing outside sales, corporate marketing, B2C practice marketing, advertising, and brand management for the largest vascular and podiatry network in Texas. Supported the acquisition of 12 podiatry practices and six vascular practices, as well as the launch of two new vascular clinics.

- Established reporting that connected digital campaigns and EMR data to provide accurate revenue contribution and true ROI.
- Optimized digital ad campaigns and increased leads by 47%, reduced the CPL from \$57 to \$39, and generated over \$750k in revenue.
- Built and launched customized Salesforce instance to track sales activities and gain insight into correlations between the number of practice visits and number of subsequent patient referrals.
- Simplified and refreshed the corporate brand, built a new website, and established social media channels in seven months.
- Revamped vascular network and introduced a patient-facing website that seamlessly integrates appointment scheduling with the EMR platform, enhancing the patient experience and automating processes to alleviate the workload on office staff.
- Centralized collateral purchasing with an online storefront, reducing the overall spend by 20%.
- Implemented effective reputation strategy for vascular practices that increased reviews by 47%. Leveraged reviews to guide operational improvements.
- Created the Senior Care Partnership Program, enabling the screening of vein and artery diseases for residents in senior care facilities. Additionally, we facilitated transportation for treatment for all residents. This initiative yielded \$50k in revenue in under three months.

Creative Director

02.2014 - 02.2019

Tenet Healthcare | Dallas, Texas

Responsible for the in-house creative operations supporting Tenet's 65 acute care facilities and 800+ physician practices, as well as off-campus Emergency Departments and internal business units including Executive Office, HR, Business Development, Managed Care/ACO, Recruitment and Compliance. Advanced through two promotions within the organization, initially to Corporate Design Manager and subsequently to the role of Creative Director.

- Conceptualized, developed and coordinated launch of multi-channel campaigns nationally to promote neuroscience, cardiology, emergency, pediatrics, maternity, oncology, bariatrics, radiology and orthopedic service lines. Tactics included TV, radio, social, email, SMS, display, PPC, OOH, and direct mail.
- Spearheaded the restructuring plan for centralization of marketing efforts across the enterprise to reduce cost and eliminate redundancies.
- Built, managed and professionally developed high-quality creative team by coaching staff to brainstorm positive solutions, partner together, assume the best, focus on the end goal of helping patients, and foster an environment of openness and inclusivity.
- Launched best-in-class digital asset management system that reduced cost by \$100k annually and created efficiencies by leveraging platform's AI.
- Identified and established SLAs, naming conventions, processes and project management software to most efficiently and effectively support hospitals.
- Responsible for ensuring all websites and digital communications were ADA compliant. Trained the creative team on ADA compliance and created a guide to train hospital marketers on government ADA regulations and their role in the process.
- Identified cost reduction opportunities through consolidation efforts across the enterprise, resulting in a savings of \$500k annually.
- Developed video strategy to support "Community Built on Care" campaign launches for 65 acute care facilities – including production and travel schedule, vendor allocation, and roll-out plan.

EARLY CAREER

Graphic & Marketing Specialist, Creative Lead Boca Raton Regional Hospital Boca Raton, Florida	02.2008 - 02.2014
Graphic Designer Cross Country Healthcare Boca Raton, Florida	09.2006 - 02.2008
Graphic & Marketing Specialist Fisher Graphics West Palm Beach, Florida	02.2002 - 05.2006
Graphic Designer & Garlic Fest Vendor Coordinator Avenue Creative Group Delray Beach, Florida	03.2005 - 12.2005

AREAS OF EXPERTISE

Artificial Intelligence	Lead Generation	Product Marketing	Sales Enablement
App Development	Marketing Automation	Project Management	Social Media
Branding	Market Research	Public Relations	SEM (SEO, SERM, PPC)
Corporate Marketing	Mergers + Acquisitions	Restructuring	Web Design + HTML

TECHNICAL SKILLS + SOFTWARE

Adobe Experience Manager	Cytracom	Illustrator	Salesforce
Adobe XD	Google Suite	INdesign	Shopify
Asana + Monday + Wrike	Google Analytics 4	Marketo	Survey Monkey
Bullhorn	Hot Jar	Microsoft Office	Wordpress + Oracle + Wix
Canva	Hootsuite + Sprout	Miro	Zapier
ChatGPT	HubSpot	Photoshop	ZoomInfo - Engage/Sales

AWARDS

2008	Silver Addy Award	Cross Country Healthcare Annual Report
2010	Bronze Aster Award	A+ Standards of Excellence Booklet
2010	Platinum MarCom Award	EMS Week Ad
2010	Platinum MarCom Award	HealthGrades Campaign
2010	Gold MarCom Award	Novalis Ad – A Revolution in Cancer Care
2010	MarCom Honorable Mention	The FYI @ LCI Newsletter
2011	Platinum MarCom Award	Technique Meets Technology Ad Campaign
2011	Gold MarCom Award	BocaCare Kangaroo Folder & Brochure
2011	MarCom Honorable Mention	Heart Failure Handbook
2011	Gold Aster Award	American Heart Association Start! Heart Walk
2012	Silver Addy Award	Technique Meets Technology Ad Campaign
2012	Silver Aster Award	Marcus Neuroscience Institute Press Kit
2012	Gold Cancer Advertising Award	Survivors Day Invitation
2013	Gold Aster Award	Making Rounds Newsletter
2013	Bronze Aster Award	More than Mammograms Campaign
2016	Silver Addy Award	Palm Beach Gardens Medical Center EMS Calendar
2022	Silver Telly Award	Website Launch, General Recruitment
2022	Bronze Telly Award	2021 Internal Kick-Off Video, General Internal Communications
2023	PR Daily Award	Brand Awareness, I Am Cross Country