

Nisreen Galloway

EDUCATION

EMERSON COLLEGE,
BOSTON, MA

B.A. WRITING, LITERATURE
AND PUBLISHING, MAY
2014

MINORS: JOURNALISM AND
ENTREPRENEURIAL STUDIES

SKILLS

MICROSOFT OFFICE SUITE ONLINE:

BASIC HTML5 AND CSS5,
WORDPRESS, SHOPIFY

SOFTWARE:

ADOBE CREATIVE SUITE
PARDOT, SALESFORCE

DIGITAL MEDIA:

TWITTER, FACEBOOK, INSTAGRAM,
PINTEREST, YOUTUBE, VIMEO,
HOOTSUITE, LINKEDIN
PLANN, MAILCHIMP
CONSTANT CONTACT, MARKETO

[VIEW MY PORTFOLIO](#)
nisreengalloway.org

[CONTACT ME:](#)
nisreen.galloway@gmail.com

RELATED EXPERIENCE

CREME DE LIQUEUR, WI AND MA JANUARY 2019 - PRESENT CO-FOUNDER

- Co-founder of Creme de Liqueur, a liquor-infused frozen custard company selling wholesale to foodservice, retail, and catering operations. Operating in Massachusetts and Wisconsin.
- Manages overall operations for the company and growth objectives, and sales, delivery, account management, and administration
- Handles all company marketing, website development and maintenance, and email and social strategy and implementation

BUYERS EDGE PLATFORM, WALTHAM MA JANUARY 2018 - DECEMBER 2023

PRODUCT MANAGER (2021-2023)

MARKETING MANAGER (2019-2021)

Strategize and create marketing campaigns that support the larger company strategy of multi-brand lead generation

- Oversee brand style guides and design high-touch collateral such as e-books, whitepapers, tradeshow booths, and lead the branding direction for our core brands
- Manage a team of six specialists and lead the team through core paid and organic marketing initiatives that have led to a 100% completion rate of our team goals in Y19
- Analyze and track data for all campaigns, including social, website, and digital campaigns that have contributed to the company's overall 11% growth in pipeline revenue for Y19
- Maintain and build vendor relationships for content marketing, video management, and website design, and more.

DIGITAL MARKETING SPECIALIST (2018-2019)

- Create copy and content for email marketing campaigns
- Develop, implement and design social media strategy for multi-brand support
- Manage landing pages and website upkeep for 6 different brands and create blog content to share across companies social media channels

FREELANCE, GRAPHIC DESIGN/DIGITAL MARKETING SPRING 2014 -PRESENT MULTIPLE BUSINESSES

- Consult and build social media strategies across various platforms and industries including foodservice and hospitality, automotive, education, and technology start-ups
- Design a variety of print and digital collateral, logo redesigns, and consult on brand development for a variety of clients.
- Create and manage restaurant websites including implementing an SEO strategy, html build on wordpress and squarespace CMS and upkeep of fresh content.

MERIDA, BOSTON MA MARCH 2016 - OCTOBER 2017

CONTENT MARKETING MANAGER

- Design, write, and distribute email campaigns through Mailchimp with a focus on increasing weekly open and click-through rates
- Manage and assist in creating visual assets to be used for print and digital marketing materials
- Hire photographers and videographers for brand-oriented shoots and increase and organize visual assets needed for digital and print collateral
- Write and edit content for social media channels
- CONT..(content marketing manager, Merida)
- Increase KPI metrics for Instagram including growing the platform to 11k followers in 6 months
- Write and edit editorial and creative copy for press releases, blogs and website product pages

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THE CATERED AFFAIR, HINGHAM MA FEBRUARY 2015 - MARCH 2017

MARKETING ASSISTANT AND GRAPHIC DESIGNER

- Design digital and print advertisements and promotions
- Design and create all graphics and designs for social media campaigns, internal communications, marketing collateral, restaurant materials, and various external needed tasks
- Manage and update social media pages and content for the company and its entities

SIMMER MAGAZINE, BOSTON, MA FALL 2012- APRIL 2017

EDITOR-IN-CHIEF AND FOUNDER

- Develop the simmermagazine.com brand and strategize and implement monthly digital marketing campaigns, brand awareness and fundraising campaigns
- Delegate assignments and manage a team of 26 writers and a marketing team
- Built and managed custom Wordpress site

YELP BOSTON, BOSTON MA SPRING 2013 -DECEMBER 2015

MARKETING INTERN, SR. BRAND AMBASSADOR COORDINATOR

- Create Twitter and Facebook campaigns to assist in giveaways and event promotion
- Work the tables and activate new Yelp users at community events or support the Yelp Boston Marketing Director create and execute community-management events at local venues, restaurants, and store.
- Research and write content for weekly newsletters to over 40k subscribers
- Acquire sponsorship deals with local events in the Boston area
- Hire, staff, and train a team of 10 brand ambassadors for Yelp events

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