

Nicole Forero (she/her)

Brooklyn, NY | nicolexforero@gmail.com | (954) 488-4370 | [linkedin.com/in/nicoleforerov](https://www.linkedin.com/in/nicoleforerov) | [nicolexforero.com](https://www.nicolexforero.com)

EDUCATION

Florida International University

Miami, FL

Bachelor of Science in Journalism, Minor in Social Media & E-Marketing Analytics

Graduation Date: May 2021

WORK EXPERIENCE

Business Insider

New York, New York

Senior Audience Engagement Producer

June 2021 - Present

- Creates and distributes short-form vertical videos across platforms, including Snapchat, YouTube, Facebook, TikTok, and Instagram. Achieved remarkable viral success with 120 million views on TikTok and 134 million views on Facebook Reel in Q4 2023.
- Identifies and leverages key media analytics to develop tailored distribution strategies for long form video content for Insider's Facebook and X (Twitter) accounts, leading to a significant boost in viewership (756+ million cross-platform minutes viewed in Q4 2023).
- Formulates and executes multi-platform social media strategies for Business Insider, including Instagram, TikTok, YouTube, Facebook, Pinterest, Reddit, and other emerging channels; created 200+ audience-centric content pieces that generated 30%+ engagement and elevated brand awareness by 40%.

Broward College

Coconut Creek, FL

Designer and Creative Arts Specialist

Dec 2017 - Oct 2021

- Designed InsideBC, a comprehensive and interactive college-wide website that streamlined Student Services information access and programming, contributing to a 34% reduction in student inquiries directed to staff.
- Designed and implemented visual branding elements for the Student Services department, including logos, brochures, and social media graphics, resulting in an estimated 60% increase in brand recognition among students.
- Liaised with internal stakeholders and cross-functional teams to create and launch a cohesive branding strategy for Broward College's One-Stop concept, resulting in a 25% increase in student engagement over six months.

Miami Times

Miami, FL

Digital Media Specialist Intern

Jan 2021 - Apr 2021

- Developed and executed a comprehensive social media content strategy, resulting in a 35% increase in engagement and a 15% increase in followers on all platforms.
- Implemented targeted SEO strategies for over 120 articles, resulting in a 25% increase in organic search traffic.
- Coordinated with the editorial team to develop and launch a weekly newsletter and newsletter campaigns, which increased email subscribers by 120% within two months.

The South Florida Media Network

Miami, FL

Reporter

May 2020 - Dec 2020

- Curated compelling written and visual content for The Miami Herald's website and social channels that garnered over 500k views, highlighting the emotional toll of the pandemic on local communities.
- Researched and investigated local government policies, authoring in-depth articles that were featured in The Miami Herald and Miami Today News, drawing a combined readership of 50,000.

SKILLS & SOFTWARES

Softwares: CrowdTangle, Social Flow Publishing, Chartbeat, Google Trends, Trendpop, Dataminr, Tweetdeck, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premier Pro, Lightroom), Google Analytics, Figma, Meta Business Suite (ex-Creator Studio), Twitter Media Studio, Airtable, Asana

Skills: Audience Engagement, Content Creation, Community Management, Writing, Brand Personality