

Nicole Forero

Brooklyn, New York | (954) 488-4370 | nicolexforero@gmail.com | www.linkedin.com/in/nicoleforerov

EDUCATION

Florida International University

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

Miami, Florida

Graduation Date: Apr 2021

WORK EXPERIENCE

Business Insider

Senior Audience Engagement Producer

New York, New York

Jun 2021 - Present

- Partners with BI's Special Projects team to execute social media campaigns that seamlessly integrate editorial content with high-profile sponsored partnerships for major clients, including Dell, T-Mobile, Fidelity, Delta, United Airlines, and more. Develops and implements tailored social media distribution strategies to maximize the reach and impact of these video collaborations.
- Oversees the distribution of breaking news video across all platforms, and trains reporters to integrate social video into their storytelling, utilizing platform-specific strategies and best practices to enhance audience engagement.
- Develops video distribution strategies for long-form content on Facebook, Twitter, and LinkedIn, and short-form content on TikTok, FB Reels, and Shorts, driving a 12% increase in cross-platform viewership in Q4 2024 (223M+ minutes viewed) through SEO-optimized copy, A/B testing, and trend-based enhancements.
- Creates and executes multi-platform content strategies across Instagram, TikTok, YouTube, Facebook, Pinterest, LinkedIn, and Reddit, producing 1000+ audience-focused content pieces using data-driven insights.

Broward College

Designer & Creative Arts Specialist

Coconut Creek, Florida

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.
- Created 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 / Biscayne Times

Digital Media Specialist Intern

Miami, Florida

Jan 2021 - Jun 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

Reporter

Miami, Florida

May 2020 - Mar 2021

- Produced engaging written and visual content for The Miami Herald's digital platforms, generating over 500k views.
- Researched and reported on local government policies in in-depth articles featured in The Miami Herald and Miami Today News, reaching a combined readership of 50,000 and informing the public on key political issues.

SKILLS & INTERESTS

Adobe Premier Pro, Photoshop, Illustrator, After Effects, Lightroom, Figma, CapCut, Social Flow

Software: Publishing, Chartbeat, TrueAnthem, Google: Trends, Analytics, Trendpop, Dataminr, Meta Business Suite, YouTube Studio, Snap Studio, Twitter Media Studio, Airtable, Asana, Marfeel, NewsWhip

Interests: Audience Engagement, Writing, Social Media Trends, Video Production and Editing, SEO