





MARILYN NIMMO

MARKETING COMMUNICATIONS STRATEGIST

CONTACT

 (760) 985-7808
 marilyn.nimmo@unlv.edu
 marilynnimmo.com
 7855 Deer Springs Way
Las Vegas, NV 89131

SKILLS

- Independent & Team Worker
- Mentorship
- Project Management
- Computer/Technical Literacy
- Oral and Written Communication
- Classroom Management
- Flexibility & Adaptability
- Lesson Planning
- Cross-Functional Collaboration
- Event Coordination

EDUCATION

University of Nevada, Las Vegas

2023 - 2025

Master of Arts, Communication Studies

Marketing & Organizational Focus

Graduated

University of Nevada, Las Vegas

2018 - 2023

Bachelor of Arts, Communication Studies

Minor in Marketing

Graduated

Victor Valley College

2016 - 2018

Concurrent Enrollment Student

Transferred

Inspire Charter

2013 - 2017

Graduated

PROFILE

As a resourceful professional with a strong background in marketing and communication, I aim to contribute to the workforce as a Marketing Communications Strategist. Leveraging my expertise in organizational communication, project coordination, and data analysis, I take a data-driven approach to optimizing workflows, informing strategic decision-making, and identifying the best outcomes for the institution. By combining my skills in brand management, event planning, and relationship building, I strive to enhance efficiency, foster collaboration, and ensure the successful execution of initiatives that align with organizational goals.

WORK EXPERIENCE

UNLV/Course Instructor

August 2023 - Present

Dr. David Gruber

(702) 895-5125

- Deliver engaging lectures on public speaking and communication essentials
- Accurately track grades and provide timely constructive feedback
- Facilitate interactive skill-building sessions focused on public speaking
- Foster supportive professional relationships that encourage student growth
- Apply academic knowledge to develop students' presentation skills
- Design a student-centered environment to promote active participation
- Stay aligned on teaching standards and strategies through weekly meetings
- Hold individual student meetings to support personal and academic growth

UNLV/Public Speaking Coach

August 2024 - Present

Dr. Nick Tatum

(702) 895-5125

- Facilitate one-on-one appointments with college students
- Effectively deliver constructive feedback tailored to individual growth
- Attentively listen to clients' needs and adjust coaching methods accordingly
- Help students manage speech anxiety and build confidence
- Design individualized coaching plans based on clients' skill levels and goals
- Manage scheduled appointments on Square Space
- Train clients to adapt language and content to engage specific audiences
- Ability to coach clients on utilizing nonverbals to reinforce their message

Rainmaker GPS/Research Analyst

August 2020 - September 2021

Gary Johnson





(904) 504-4515

- Edit documents and proposals for accuracy before submitting government bids
- Participate in team communications to deliver exceptional client services
- Organize and develop multi-page, graph-supported spreadsheets in Excel
- Manage key accounts and meet deadlines to ensure client satisfaction
- Validate data accuracy to produce reliable and meaningful information
- Analyze numerical data to extract actionable insights
- Create charts, graphs, and presentations for leadership teams
- Develop recommendations to optimize future business operations
- Skilled in building relationships to align stakeholders with project objectives

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EXPERTISE



- Market Planning and Analysis
- Digital Marketing
- Database Marketing
- Omnichannel Marketing Management
- Customer Relationship Management
- Organizational Communication
- Website Construction
- Consumer Behavior
- Data Analysis
- Rhetorical Writing
- Google Analytics
- Brand Management
- Interpersonal Communication
- Group Instruction

REFERENCES

Dr. Nick Tatum
University of Nevada, Las Vegas

 (325) 899-2205
 nick.tatum@unlv.edu

Dr. Jeffrey T. Child
University of Nevada, Las Vegas

 (702) 895-5135
 jeffrey.child@unlv.edu

WORK EXPERIENCE

Starbucks/Barista

August 2019 - May 2020

David Valenzuela
(702) 656-4971

- Foster a welcoming atmosphere through engaging customer interactions
- Provide personalized service by remembering regulars' names and preferences
- Address customer inquiries and feedback to enhance their experience
- Educate customers on menu items and recommend drinks
- Build rapport through active listening and genuine conversation
- Resolve customer issues promptly to maintain satisfaction and loyalty
- Promote the Starbucks rewards program to encourage repeat visits
- Collaborate with team members for smooth service and positive experiences

Ulta Beauty/Beauty Advisor

October 2017 - December 2017

Marlene Lopez
(760) 240-6193

- Operate front registers and efficiently process customer payments
- Maintain stock levels and manage go-backs throughout the store
- Promote Ulta Beauty credit cards and loyalty memberships to drive conversions
- Direct guests to in-house beauty services and suggest alternative purchases
- Identify customer needs to recommend cosmetics and skincare products

Giant RV/Sales Consultant

August 2017 - December 2017

Frankie Barouti
(909) 787-1053

- Direct sales for Attitude Trailers at shows only
- Inform customers about trailer features and product benefits
- Complete credit applications, trailer orders, and contracts
- Demonstrate strong relationship-building and lead qualification skills
- Utilize active listening to solve problems and meet customer needs

CERTIFICATIONS/INVOLVEMENT

- LVIMA Volunteer (2023-2025)
- Outstanding Graduate Student Teaching Award (2025)
- CSCA Outstanding Service Award (2025)
- CSCA Executive Assistant (2025)
- WSCA Conference Secretary - Instructional Division (2025)
- Speech Judge - Second Annual Dr. Barb's Speak Off (2024)
- BCC Conference Assistant (2024)
- WSCA Conference Attendee (2024)
- Phi Kappa Phi Honors Society (2023)
- Substitute Teach at UNLV (COM 101; COM 102; COM 217)
- Google Analytics 4 Certification
- UNLV Dean's Honor Roll List (Graduate & Undergraduate)
- UNLV Rodeo Team Athlete and Competitor (5 years)