

Nikki Stewart

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Portfolio: nikkistewartportfolio.com

Strategic marketing and communications professional with 13+ years of experience developing education-driven engagement strategies, brand evolution initiatives, and community-centered communication systems. Experienced in campaign strategy, storytelling, organizational communication, and marketing leadership with a focus on improving engagement, strengthening public perception, and supporting long-term growth. Known for combining strategic thinking with approachable leadership, mentorship, and human-centered communication.

Core Competencies

Strategic Communications • Brand Development & Evolution • Marketing Strategy • Campaign Development • Community Engagement • Storytelling & Content Strategy • Marketing Education & Training • Organizational Messaging • Public Perception & Reputation • Cross-Functional Collaboration • Team Mentorship • Process Development • Recruitment Marketing • Email Marketing • Social Media Strategy • Event Marketing • Accessibility & Inclusive Communication • Marketing Operations • AI-Assisted Marketing Tools • Marketing Budget Management • Community Outreach • Stakeholder Engagement • Sponsorship Coordination

Professional Experience

Marketing Director

ERA Shields Real Estate | April 2025 – Present

- Develop and lead recurring education initiatives focused on marketing strategy, Canva, AI tools, websites, and internal technology systems.
- Lead strategic marketing initiatives supporting approximately 80 real estate agents across multiple office locations.
- Manage and mentor marketing assistant while overseeing departmental workflows, communication, and marketing execution.
- Created scalable training systems including workshops, email campaigns, and Marketing Help Lab sessions to improve engagement and technology adoption.
- Strengthen organizational brand consistency and provide individualized marketing guidance aligned with agent business goals.
- Oversee departmental marketing budget considerations while helping agents align marketing initiatives with individual business budgets and strategic goals.
- Utilize engagement metrics and communication performance insights to improve participation, educational outreach, and marketing effectiveness.

Selected Outcomes

- Increased workshop attendance by 167%.
 - Maintained average Tip Tuesday email open rate of 69.3%.
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Marketing Consultant & Creative Strategist

Azurite Graphics | January 2023 – Present

- Provide strategic marketing, branding, and communication consulting for small businesses and organizations.
 - Develop audience-focused digital and print marketing materials aligned with organizational goals.
 - Advise clients on messaging strategy, content development, and brand consistency.
 - Translate complex ideas into approachable, human-centered communication.
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Graphic Design & Marketing Coordinator

The Independence Center | August 2015 – December 2022

- Led strategic marketing campaigns, sponsor-supported community events, and public engagement initiatives across digital and print channels to increase organizational visibility, consumer participation, and healthcare recruitment outreach.
- Led organizational rebrand initiative including messaging alignment, rollout strategy, and long-term brand consistency efforts.
- Managed marketing interns while supporting collaboration, training, and project coordination within the marketing department.
- Developed recruitment-focused communication initiatives supporting home healthcare workforce outreach, community engagement, and service awareness efforts.
- Planned and executed community events with attendance ranging from 400–500 participants.
- Managed social media, email marketing, website updates, analytics reporting, and promotional campaigns.
- Presented marketing updates and strategic recommendations to leadership and Board of Directors.
- Managed print and advertising budget coordination while co-leading event budget planning, vendor communication, and marketing resource allocation.
- Contributed to increased organizational visibility through public-facing communication initiatives, media engagement, and community-centered storytelling.

Selected Outcomes

- Helped elevate organizational visibility, resulting in increased media recognition and community trust.
- Contributed to growth of the marketing department from a 2-person team to a 5-person team.
- Supported a revitalized organizational identity that strengthened internal brand pride and engagement.

Executive Assistant | root9B

Supported executive leadership through organizational coordination, presentation design, scheduling, and administrative communication.

Administrative Assistant | Pryor Floor Company

Managed proposals, customer communication, scheduling coordination, and organizational records.

Copy & Print Department Manager | Office Depot

Managed copy and print department operations while supervising approximately 10 employees and supporting workflow coordination, customer service, production oversight, and customer-facing print and design projects.

Education

Bachelor of Science in Digital Media Design

Colorado Technical University

Associate of Science in Interior Design

Pikes Peak State College

Technology Platforms

Adobe Creative Cloud • Canva Enterprise • MoxiWorks • iContact/Mailchimp • Google Analytics • Microsoft Office Suite • WordPress • Asana • Hootsuite • Facebook Ads Manager • AI-Assisted Marketing Tools