

NICOLE M. STRAUTS

Relocating to Wisconsin for work and family
nicolestrauts@gmail.com • (630) 364-9459

QUALIFICATIONS PROFILE

Accurate, organized, and innovative-thinking individual with excellent project coordination and management skills; over 25 years' experience managing high-volume information and providing excellent support.

- ◆ **Administrative Skills:** Processed and maintained confidential employee documents. Provided results-oriented support to decision makers while managing general office procedures. Coordinated domestic and international travel arrangements and planned small to elaborate events. Created business documents and correspondence on PC and Mac OS operating systems using Microsoft Word, Excel, Access, PowerPoint, and Outlook. Entered and maintained payroll and health benefits using ADP Totalsource and Quickbooks. Maintained contact databases and accounting structures using Sage products and Sesame. Created graphic and desktop publishing projects using Microsoft Publisher; PagePlus; Google Drive Applications; and Adobe Photoshop, InDesign, PageMaker, Flash, and Illustrator. Created 3D computer-generated imagery using Cobalt, Houdini, and SolidWorks. Designed and maintained websites, blogs, and social media using Dreamweaver, Clover Sites, WordPress, Elementor, Joomla, Weebly, Wix, Foursquare, Eventbrite, PayPal, and HTML coding. Created marketing, fundraising, and social media campaigns using Google AdWords, Salesforce, Raiser's Edge, Constant Contact, MailChimp, Sage Products, Instagram, Twitter, LinkedIn, Facebook, Snapchat, TikTok, Google+, LinkedIn, Yelp, YouTube, Houzz, Zoom, and Pinterest. Monitored social media results using Adobe Analytics, Facebook Insights, Google Analytics, Hootsuite, and YouTube Insights. Ordered and maintained all office supplies. Processed daily paperwork and maintained files.
- ◆ **Customer Service & Communication:** Presented products and services to employees and customers. Established and maintained productive vendor relationships. Provided timely support to customers and employees. Collaborated with managers to supervise clerical, customer service, and graphic department employees. Professionally handled sensitive and confidential information.
- ◆ **Strengths/Accomplishments:** Proven ability to simultaneously manage diverse tasks and projects in deadline driven environment while maintaining the highest of quality standards. Demonstrated aptitude for quickly acquiring new skills and work processes. Highly organized with strong eye for detail. Consistently commended for exceptional service ability. Excellent written and oral communication skills to effectively interface across industry levels.

PROFESSIONAL EXPERIENCE

RE/MAX PLAZA – Wauconda, IL

02/2023 to Current

Real Estate Broker

Developing a real estate business after years of sales, home improvement, and marketing experience.

Key Achievements:

- Networking and prospecting using RE/MAX's proven systems and models.
- Showing properties and helping clients find properties that fit their needs.
- Marketing properties and working with sellers throughout the full process.

NICOLE M. STRAUTS

- Negotiating deals and closing sales.
- Develop email and social media marketing campaigns.
- Maintaining and growing certifications and training.
- Staying up to date on the local real estate market.

VILLAGE OF WAUCONDA – Wauconda, IL

06/2021 to Current

Trustee & Natural Resource Chair

Along with the Village President, Mayor, and Trustee Board we make certain decisions to maintain and enhance the health, safety, and welfare of the citizens of the Village of Wauconda. The Village Board of Trustees perform a variety of duties outlined in the Village Code.

The Village Board meets every first and third Tuesday of the month. Each meeting consists of approving a consent agenda that allows for action on items discussed in previous meetings. Each Trustee chairs a committee that meets once a month and allows for further discussions on matters that involve the Village. The Natural Resource Committee focuses on issues that revolve around refuse, nature, fishery, and wildlife, including research, restoration, and conservation.

CAVALRY MARKETING SOLUTIONS – Wauconda, IL

09/2019 to 02/2023

Owner

Cavalry Marketing Solutions, formally Leto Web Solutions, is the creation of Nicole Ferrier. A graduate of Columbia College Chicago, she has worked in both the public and private sector and has been creating and implementing marketing plans as well as graphics and websites for businesses and government agencies since 2004.

Website development, site building services, CRO, SEO, copywriting, photography, videography, and design services.

Key Achievements:

- Website design and coding.
- Design new business logos, business cards, brochures, and newsletters.
- Marketing strategy consultations and implementation.
- Design marketing ads for online and print distribution.
- Photography, videography, digital editing.
- Develop email and social media marketing campaigns.
- Maintain search engine marketing and analyze campaigns.
- Copywriting and editing.

AMDUR PRODUCTIONS – Highland Park, IL

01/2020 to 11/2020

Event and Content Manager

Event and content management utilizing social media, publishing programs, and graphic web design.

Promoted and marketed Amdur Productions events using social media and marketing tools. Managed webinars and online virtual art festivals and coordinated with vendors and artists.

Key Achievements:

- Tracked and logged applications, registrations, and artist requests for art festivals using Sesame Database Manager.
- Drafted ideas for development, marketing, attracting, and implementing programs for all age groups at art festivals.
- Worked to plan, promote, and run events and programming.
- Built marketing strategies that increased artist and customer interest to support present and future programming.
- Developed, edited, and designed online marketing and advertising materials.

NICOLE M. STRAUTS

- Updated and created content for web calendar, social media platforms, e-blasts, and all other online announcements.
- Brought unified look to all digital communications.
- Continually worked to keep Amdur Productions website up-to-date and fresh with relevant content and track engagements with Google Analytics and SEO.
- Maintained artist relationships and provided customer support for art festival registrations and online e-commerce site, ArtZipper.com.
- Preserved and updated online content for ArtZipper.com website.
- Tracked ArtZipper.com orders and worked with accounting department to log invoices and shipments.
- Worked with vendors and municipalities to promote art festivals locally and online.
- Created and tracked paid and organic media campaigns for social media platforms and email distribution.
- Created and revised online marketing advertisements as needed.
- Assisted with special projects.

VILLAGE OF ROUND LAKE BEACH – Round Lake Beach, IL

09/2017 to 10/2019

Marketing & Program Associate

Developed and implemented effective marketing and fundraising strategies and planned and coordinated Village events utilizing social media, publishing programs, and graphic web design.

Promoted and marketed Village events using social media and marketing tools. Developed sponsorship and fundraising programs to obtain funds to maintain and further expand programming. Managed bar and supervised staff during Village events.

Key Achievements:

- Drafted ideas for development, marketing, attracting, and implementing programs for all age groups.
- Worked with Village Trustees to plan, promote, and run events and programming.
- Developed marketing strategies that increased the Village's sponsors to support present and future programming.
- Researched and sought out grants to support the Village and its programs.
- Wrote grant proposals and tracked down necessary reports and materials to accompany grants.
- Tracked grants and reported progress at quarterly meetings.
- Drafted and implemented marketing plans to increase corporate rentals of Village buildings.
- Developed, edited, and designed all print and visual materials, as well as marketing and advertising materials.
- Updated and created content for web calendar, social media platforms, and all other online announcements.
- Brought unified look to all print and digital communications.
- Continually worked to keep website up-to-date and fresh with relevant content and track engagements with Google Analytics and SEO.
- Created and tracked paid and organic media campaigns for social media platforms and email distribution.
- Created and revised brochures, flyers, and marketing advertisements as needed.
- Supervised Village Center Staff and provided guidance and support.
- Oversaw all aspects of food and liquor sales during Village events.
- Ordered barware, liquor, beer, pop, and snacks for Village events and tracked inventory.

NICOLE M. STRAUTS

- Assisted with special projects.

BLACKBERRY CREEK ANTIQUES – Wauconda, IL

01/2014 to 09/2017

Owner

Content and website developer for online antiques business.

Developed initial concept, artwork, web design, and code for new online business. Marketed and advertised website through search engines, social media, and print publications. Updated and maintained all platforms.

Key Achievements:

- Created website layout and wrote code for entire site.
- Researched items and create listing text.
- Maintained blog to promoted website as part of marketing strategy.
- Designed marketing ads for online and print distribution.
- Photographed, edited, and designed layouts for all new listings.
- Developed email and social media marketing campaigns.
- Maintained search engine marketing and analyzed campaigns.
- Calculated shipping fees and tracked shipments via USPS, UPS, and FedEx.

ST. MARK'S LUTHERAN CHURCH – Aurora, IL

04/2013 to 07/2016

Director of Communications

Developed and implemented effective print and online communications, utilizing social media, publishing programs, and graphic web design for non-profit organization.

Created and designed weekly, monthly, and annual newsletters. Provided administrative and human resource support. Coordinated with ministry leaders, congregational members, and community leaders. Promoted and marketed church events and ministries using social media and marketing tools. Provided general receptionist duties when needed.

Key Achievements:

- Worked with ministry leaders to develop and communicate ministry goals and programs and maintain web communications.
- Continually worked to keep website up-to-date and fresh with relevant content.
- Created and tracked media campaigns for social media and email distribution.
- Developed, edited, and designed all print and visual materials, as well as marketing and advertising materials.
- Updated web calendar, social media platforms, newsletters, and all other online announcements.
- Created job postings and conducted first round interviews.
- Brought unified look to all print and digital communications.
- Processed weekly sign-in sheets and contacted visitors and prospective members.
- Created and revised brochures, flyers, and marketing advertisements as needed.
- Monitored content on outdoor LED sign and handled all updates and changes.
- Worked with staff, ministry leaders, and council members to prepare annual report and compilation video.
- Assisted with special projects.

CENTA CORPORATION – Aurora, IL

08/2009 to 01/2013

Administrative Assistant

Oversaw all administrative functions for global manufacturing company.

Provided administrative support to managers and staff. Coordinated with supply vendors to sustain office operations. Handled all corporate events, trade shows, and guest relations. Provided general receptionist duties and maintained sales and marketing files.

NICOLE M. STRAUTS

Key Achievements:

- Managed trade shows and supplied marketing support.
- Prepared budgets and expense reports for managers.
- Procured kitchen and office supplies for all departments.
- Handled travel arrangements for employees and guests.
- Maintained contact database and accounting applications.
- Managed all incoming and outgoing shipments with USPS and distributed mail.
- Tracked and oversaw vacation and sick time for entire company.
- Prepared commission reports for accounting department.
- Communicated with overseas corporate office and daughter sites.
- Planned and supervised all corporate events.
- Main decision maker regarding the maintenance and management of main office suite.

CENTIV SERVICES – Chicago, IL

04/2008 to 01/2009

Human Resources & Executive Administrative Assistant

Oversaw all human resource and administrative functions for growing print advertising company with several onsite locations.

Provided information and support to employees regarding payroll and health benefit plans. Handled recruitment and first stage interviews. Coordinated with supply vendors to maintain office operations. Provided general administrative support and maintained human resource files.

Key Achievements:

- Posted job openings and coordinated all new personnel from recruitment to hiring.
- Processed and maintained employee paperwork in accordance with state/federal law.
- Managed payroll and health benefits for corporate office and onsite locations.
- Coordinated with UFCW Local 2D labor union to manage New York onsite employees.
- Wrote and revised company policy handbook and other key documents.
- Tracked and oversaw vacation and sick time for entire company.
- Oversaw the processing of annual performance reviews.
- Guided employees through the termination process when necessary.
- Prepared financial reports for accounting department.
- Supervised all courier and FedEx shipments and sub-accounts throughout company.
- Planned and supervised all corporate events.
- Main decision maker regarding the maintenance and management of main office suite.
- Supervised and approved supply and product purchases of onsite locations.

CENTRAL INK CORPORATION – West Chicago, IL

11/2004 to 04/2008

Customer Service & Office Manager

Managed customer service department; oversaw order and data entry, coordinated orders with purchasing, production, shipping, marketing, and accounting departments, and supervised filing systems. Processed payroll and provided human resource support for health benefit program.

Communicated with employees, customers, vendors, sales representatives, and department heads.

Key Achievements:

- Managed payroll and vacation/sick time allocation for main office and branch locations.
- Maintained and oversaw health benefit program for all employees.
- Provided project and research support to production and lab staff.
- Supervised customer service representatives and provided guidance and support.

NICOLE M. STRAUTS

- Tracked order status through each department and conversed with department heads to ensure production goals were being met.
- Coordinated production schedule and vendor capabilities to accommodate customer requests.
- Communicated with sales representatives and branch managers to accommodate both production and customer needs.
- Scheduled production and shipping meetings.
- Tracked container returns through shipping websites and recorded information into spreadsheets and database.
- Updated expired pricing in computer database.
- Provided back up support for purchasing, accounting, and marketing departments.

J.C. LICHT COMPANY – Chicago, Geneva, & Hinsdale, IL

06/1999 to 08/2004

Customer Service & Sales Representative

Provided high quality customer service and vendor relationship management for home improvement consulting company; oversaw general office procedures and customer sales.

Communicated with area stores to procure product and operated SBC system to secure sales. Created office forms and documents. Ordered and managed supplies and directly handled shipping and receiving of customer orders. Organized and maintained filing systems and faxed documents. Placed orders with vendors and informed customers of order status. Collaborated with managers to ensure service goals were met.

Key Achievements:

- Provided accurate, organized and efficient cross-functional support in administration, order processing, supply ordering, shipping and receiving, and customer service.
- Developed and implemented new store layout.
- Promptly responded to all customer and vendor inquiries to ensure satisfaction; established proven record of exceptional client service.
- Served as third in line for store management and supervised five employees.

EDUCATION

Bachelor of Arts (2004)

COLUMBIA COLLEGE – Chicago, IL
Producing, Marketing, & Business Courses
Dean's List, GPA 3.7

Substitute Teaching License (2016-2026)

Lake ROE

BASSET Alcohol Certification (2010-2024)

On-Premise & Off-Premise

INTERESTS

LVVA ICE FISHING DERBY – Wauconda, IL

Marketing & Event Volunteer – 2017-Current

Charity Ice Fishing Derby supporting local Veterans R&R Outdoors Program which takes hundreds of our nation's finest military out on fun and adventurous fishing and hunting outings.

Manage website development, marketing, and social media. Created and maintained social media platforms for event. Managed FishDonkey app during 2021 event. Multiple volunteer duties during chili cook-off event and ice fishing derby.

NICOLE M. STRAUTS

WAUCONDA CRUISE NIGHTS – Wauconda, IL

Marketing & Event Volunteer – 2017-Current

Presented by ACRES Group and Mike's Towing, The Village of Wauconda family-friendly Cruise Nights are free to exhibitors and attendees and held the third Tuesdays of the summer months.

Manage website development, marketing, and social media. Part of website transition and redevelopment. Created and maintained social media platforms for event. Coordinate exhibitors and public during events.

WAUCONDA AREA LIBRARY FOUNDATION – Wauconda, IL

President – 2018-2020

The Wauconda Area Library Foundation's mission is to foster excellence at the Wauconda Area Library by promoting community interest and building financial support to develop the Library's facilities, collections, services and programs.

Held executive position and was registered agent for Federal filing paperwork for organization. Handled bank deposits and payments and oversaw general board meetings.

WAUCONDA MOOSE CHAPTER #1520 – Wauconda, IL

Junior Regent – 2019-2020

The Wauconda Moose Lodge is a part of Moose International, the Family Fraternity, which supports the children at MooseHeart and the seniors at MooseHaven.

Held executive position and oversaw general board meetings. Multiple volunteer duties throughout the year to support the lodge and raise funds for Moose International.

NORTH AURORA MOTHERS CLUB – North Aurora, IL

President – 2015-2016, Vice-President – 2014-2015, Marketing Chair – 2013-2014, Events Chair – 2012-2013, & Community Relations Chair – 2010-2011

The North Aurora Mothers Club (NAMC) is an Illinois 501(c)(3) charitable organization. Each year, we disburse monies raised to various community organizations and our local schools; our yearly average disbursement total is approximately \$20,000.

Held executive position, which provided main decision making for the club and coordinated all events and activities with committee chairs. Published weekly club newsletter and maintained website. Managed marketing and social media. Member of the North Aurora Days Entertainment Committee (2015-2016); main coordinator of the 2nd Annual North Aurora Community Parade; introduced the North Aurora King & Queen Scholarship and float decoration contest. Headed fundraising, marketing, and event planning.

FEARN ELEMENTARY SCHOOL PTA – North Aurora, IL

President – 2014-2015 & Literacy Chair – 2011-2015

Fearn Elementary School PTA is dedicated to enriching and supporting the lives of children, parents and educators. We do this by providing resources, communication and encouraging involvement in the school and community.

Oversaw all fundraising and PTA funded school events. Worked with committee chairs to stay within budget and produce quality events. Coordinated annual Barnes & Noble Book Fair. Managed talent procurement, marketing, and event planning. Introduced the Fearn PTA Loose Change Drive, which collected over \$600 to fund books for the school library.

ST. MARK'S LUTHERAN CHURCH COUNCIL – Aurora, IL

Council Member & Children's Programming Teacher – 2013-2017

St. Mark's mission is to Proclaim Christ's Abundant Love. In order to fulfill this mission, our members, through their faithful stewardship of time, talent, and financial resources, provide a wide range of ministry programs.

As a council member, I reviewed procedures and programs and acted on proposals, resolutions, and policies. Brainstormed with fellow council members about new ways to enliven relationships

NICOLE M. STRAUTS

and involvement within the congregation. Submitted budget proposals to the congregation annually. As a teacher, I educated youth during our weekly religious and music classes. Engaging students with Bible lessons, arts and craft projects, and interactive games. Coordinated Vacation Bible School program with Children's Ministry leaders and prepared Acolyte schedules and worked with parents and students to fill Worship schedule. Directed the annual Christmas play.