

NICOLE M. STRAITS

House hunting in Northern IL & Southern WI
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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, Visio, and Outlook. Entered and maintained payroll and health benefits using ADP Totalsource and Quickbooks. Maintained contact databases, meeting management, and accounting structures using Sage products, EOS One, Docusign, 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 08/2025

Real Estate Broker

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

Key Achievements:

- Networked and prospected using RE/MAX's proven systems and models.

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- Showed properties and helped buyers find properties that fit their needs.
- Marketed properties and worked with sellers throughout the full process.
- Negotiated deals and closed sales.
- Developed email and social media marketing campaigns.
- Still maintaining and growing certifications and training.
- Staying up to date on the local real estate market.

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.
- Maintained invoicing and finances using QuickBooks.
- Designed new business logos, business cards, brochures, and newsletters.
- Marketing strategy consultations and implementation.
- Designed marketing ads for online and print distribution.
- Photography, videography, digital editing.
- Developed email and social media marketing campaigns.
- Maintained 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.
- 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.

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- 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.
- Assisted with special projects.

CENTA CORPORATION – Aurora, IL

08/2009 to 09/2017

Executive Administrative Assistant

Oversaw all administrative functions for global manufacturing company.

Provided administrative support to executives, 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.

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Key Achievements:

- Managed trade shows and supplied marketing support.
- Prepared budgets and expense reports.
- 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 office shipments and distributed mail.
- Tracked and oversaw vacation and sick time.
- 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 office.

CENTIV SERVICES – Chicago, IL 04/2008 to 01/2009

Human Resources & Executive Administrative Assistant

CENTRAL INK CORPORATION – West Chicago, IL 11/2004 to 04/2008

Customer Service & Office Manager

J.C. LIGHT COMPANY – Chicago, Geneva, & Hinsdale, IL 06/1999 to 08/2004

Customer Service & Sales Representative

EDUCATION

Bachelor of Arts (2004)

COLUMBIA COLLEGE – Chicago, IL

Film Production

Producing, Marketing, & Business Courses

Dean's List, GPA 3.7

Illinois Real Estate License (2023-2026)

475.206314

Substitute Teaching License (2016-2026)

Lake ROE – IEIN 1158120

BASSET Alcohol Certification (2010-2028)

On-Premise & Off-Premise

Illinois Food Handler Certification (2010-2028)

INTERESTS

VILLAGE OF WAUCONDA – Wauconda, IL

Trustee & Natural Resource Chair – 2021-Current

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.

LVVA ICE FISHING DERBY – Wauconda, IL

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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.

WAUCONDA CRUISE NIGHTS – Wauconda, IL

Marketing & Event Volunteer – 2017-Current

AMERICAN LEGION AUXILIARY UNIT 911 – Wauconda, IL

Chaplain – 2024-Current

WAUCONDA AREA LIBRARY FOUNDATION – Wauconda, IL

President – 2018-2020

WAUCONDA MOOSE CHAPTER #1520 – Wauconda, IL

Junior Regent – 2019-2020

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

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

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