

Nicole Saunders

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MARKETING MANAGER | CREATIVE OPERATIONS | BRAND MARKETING

MBA graduate with a concentration in Marketing and experience leading marketing operations, creative production, brand execution, and cross-functional project management. Proven ability to manage campaigns, product launches, print and packaging initiatives, vendor relationships, and marketing workflows from concept through execution. Combines strategic marketing knowledge with hands-on operational expertise to deliver projects on time, maintain brand consistency, and improve business processes. Seeking opportunities in Marketing Management, Brand Marketing, Marketing Operations, Creative Operations, or Marketing Program Management.

CORE COMPETENCIES

- Brand Marketing
- Marketing Management
- Marketing Operations
- Creative Operations
- Marketing Project Management
- Integrated Marketing Communications
- Campaign Planning & Execution
- Cross-Functional Collaboration
- Product Launch Support
- Marketing Communications
- Vendor & Agency Management
- Promotional Marketing
- Event Marketing
- Stakeholder Management
- Process Improvement
- Workflow Optimization
- Print & Packaging Production
- Marketing Analytics
- Budget Tracking
- Customer Engagement

PROFESSIONAL EXPERIENCE

Hannaford & Dumas | Woburn, MA

Creative Operations & Brand Production Specialist
September 2024 – March 2026

- Manage end-to-end execution of marketing, print, packaging, and branded collateral projects for a diverse client portfolio.
- Coordinate project timelines, resources, and deliverables across sales, creative, production, and client teams.
- Ensure brand consistency and quality standards across marketing materials, packaging programs, and promotional campaigns.
- Partner with vendors and internal stakeholders to deliver projects on schedule while maintaining budget and production requirements.
- Support product launches and marketing initiatives through project planning, workflow management, and execution.
- Track project performance, production schedules, inventory, and operational metrics using Excel and ERP systems.
- Identify process improvements that increase efficiency, visibility, and collaboration across departments.
- Manage multiple concurrent projects while maintaining strong client service and attention to detail.

Kirkwood Printing

Production Planning & Client Services Coordinator
January 2021 - March 2023

- Acted as a liaison between customers, sales teams, and production personnel to ensure successful project execution.
- Coordinated timelines, specifications, proofs, and deliverables for marketing and print production projects.
- Assisted with project estimating, production planning, scheduling, and customer communications.
- Maintained quality control standards while supporting high-volume project workflows.
- Built strong relationships with clients through proactive communication and problem resolution.

EDUCATION

Master of Business Administration (MBA), Marketing

Southern New Hampshire University
Graduated January 2026

Bachelor of Science, Media Arts & Technology

Rochester Institute of Technology December 2020

MBA PROJECT HIGHLIGHTS

Integrated Marketing Communications Plan

Developed a comprehensive go-to-market strategy for a plant-based restaurant concept, including:

- Market segmentation and audience targeting
- Media planning and channel strategy
- Budget allocation and campaign recommendations
- Creative execution and brand positioning

Brand & Marketing Strategy Projects

- Conducted brand audits and competitive analyses for national brands.
- Developed strategic marketing recommendations based on consumer insights and market research.
- Presented executive-level marketing plans focused on growth, positioning, and customer engagement.

Marketing Analytics & Business Intelligence

- Built data-driven dashboards and business performance analyses using Power BI and Excel.
- Utilized marketing and operational data to support decision-making and strategic planning.

Marketing & Creative Tools

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Figma
- WordPress
- Bynder
- SharePoint

Business & Analytics

- Microsoft Excel (Advanced Functions, Pivot Tables)
- Power BI
- Microsoft Office Suite
- Data Analysis & Reporting

Operations & Systems

- VeraCore
- Inventory Management
- Production Planning
- Workflow Management

STRENGTHS

- Strong written and verbal communication
- Client relationship management
- Cross-functional leadership
- Presentation development
- Project coordination
- Process optimization
- Brand stewardship
- Marketing execution
- Vendor negotiations