

# HOLLY COPELAND

[HOLLY.COPELAND@NIKE.COM](mailto:HOLLY.COPELAND@NIKE.COM) | PHONE: 503-701-3038  
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## ABOUT HOLLY

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HOLLY IS CURRENTLY A SR. ADMINISTRATIVE ASSISTANT IN WD+C AT NIKE, INC. SHE IS LOOKING TO CONTINUE HER CAREER AT NIKE IN A MARKETING BASED ROLE. HOLLY HAS EXPERIENCE EXECUTING MARKETING CAMPAIGNS, MANAGING TIMELINES TO STAY ON SCHEDULE, EXCEEDING SET EXPECTATIONS AND IS THE ULTIMATE TEAM PLAYER.

## EXPERTISE / SKILLS

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MARKETING EXECUTION | PROJECT COORDINATION | BRAND AMBASSADOR | EXPERT PROBLEM SOLVER  
ADOBE PHOTOSHOP & ILLUSTRATOR | MICROSOFT OFFICE | CRM DATABASES | SOCIAL MEDIA | TECHNOLOGY

## WORK EXPERIENCE

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### SR. ADMINISTRATIVE ASSISTANT | NIKE, INC.

APRIL 2014 – PRESENT

- ACTS AS A STRATEGIC PARTNER TO ONE VP AND ONE SENIOR DIRECTOR TO ACHIEVE BUSINESS GOALS.
- COLLABORATES WITH TEAM MEMBERS IN THREE GEOGRAPHIES TO STREAMLINE EFFICIENCY IN BUSINESS OPERATIONS.
- PROVIDES SUPPORT FOR THE DEVELOPMENT AND DEPLOYMENT OF ALL NEW-HIRE SET-UP.
- DEVELOPMENT AND MANAGEMENT OF MULTIPLE SHAREPOINT SITES FOR MULTIPLE TEAMS WITHIN WD+C.
- MAINTAINS AND ENSURES ACCURACY OF DATABASES OF INFORMATION PERTAINING TO GEOGRAPHY PORTFOLIOS, REAL ESTATE LEASING INFORMATION, MEETING MATERIALS, ETC.
- DEVELOPS MEANINGFUL RELATIONSHIPS ACROSS THE COMPANY TO CONNECT ON APPROPRIATE BUSINESS NEEDS.
- ACTS AS A TOP RESOURCE WITHIN THE ORGANIZATION FOR TECHNOLOGY TRAINING (WEBEX, SHAREPOINT, JABBER, MICROSOFT OFFICE AND NIKE SYSTEMS).

### GROUP ADMINISTRATOR | TARGET CORPORATION

MARCH 2012 – APRIL 2014

- RESPONSIBLE FOR THE DAY-TO-DAY MANAGEMENT OF INBOXES, CALENDARS, EXPENSES AND TRAVEL FOR THE GROUP DIRECTOR OF THE LOCAL OFFICE.
- COMPILED MULTIPLE SALES REPORTS AND ANALYSIS ON A WEEKLY BASIS FOR THE GROUP DIRECTOR AND VARIOUS GROUP LEADERS.
- PRO-ACTIVE AND STRATEGIC PLANNER OF LOGISTICS FOR COMMUNITY EVENTS, MANAGEMENT MEETINGS, HIGH-PROFILE STORE VISITS AND COMPANY OUTINGS THROUGHOUT THE REGION.
- BUDGET MANAGEMENT AND ACCOUNT RECONCILIATION FOR THE ENTIRE GROUP OFFICE.
- STRENGTHENED PARTNERSHIPS WITH COLLEAGUES AT COMPANY HEADQUARTERS TO GAIN ALIGNMENT AND IMPROVE EFFICIENCIES IN THE PORTLAND MARKET.

### MARKETING COORDINATOR | MCCORMICK & SCHMICK'S

JUNE 2011 – JANUARY 2012

- SERVED AS THE MAIN CONTACT FROM THE CORPORATE OFFICE TO OVER 80+ RESTAURANTS THROUGHOUT THE U.S.
- MANAGED THE FLOW OF TRAFFIC AS IT PERTAINS TO ALL MARKETING MATERIALS WITH THE COMPANY.
- COORDINATED THE CONTENT, DESIGN AND DEPLOYMENT OF ALL E-COMMUNICATIONS.
- MANAGED ALL DEPARTMENT INVOICES FOR PRINT AND PUBLICATIONS.
- BUILT AND STRENGTHENED RELATIONSHIPS WITH VENDORS AND PUBLICATIONS ON A NATIONAL LEVEL.

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## WORK EXPERIENCE (CONT...)

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### CLIENT SERVICES COORDINATOR | SEATTLE MARINERS

MAY 2008 – JUNE 2011

- CREATED HIGH-QUALITY POWERPOINT PROPOSALS FOR NEW AND EXISTING CLIENTS AS WELL AS END-OF-SEASON SPONSORSHIP RE-CAPS.
- RESPONSIBLE FOR SPONSORSHIP CLIENT CONTRACT FULFILLMENT THROUGHOUT THE BASEBALL SEASON.
- BUILT AND STRENGTHENED RELATIONSHIPS WITH CLIENTS TO FURTHER BUSINESS OPPORTUNITIES.
- MANAGEMENT OF SPONSOR PRINT ADVERTISING (MARINERS MAGAZINE, POCKET SCHEDULES AND MARINERS SCORECARD).
- MANAGEMENT OF THE SEATTLE MARINERS KIDS CLUB (MANAGED ALL PROGRAM ASPECTS: BENCHMARKING, PROGRAM DEVELOPMENT, EXECUTION AND DATABASE MEMBERSHIP MANAGEMENT).

### DATABASE MARKETING COORDINATOR | PHOENIX SUNS

2006 – 2007

- ONGOING DEVELOPMENT, COORDINATION AND DEPLOYMENT OF E-MARKETING COMMUNICATIONS FOR THE PHOENIX SUNS, PHOENIX MERCURY, PHOENIX ROADRUNNERS AND US AIRWAYS CENTER.
- RESPONSIBLE FOR CREATION, COORDINATION AND DEPLOYMENT OF MONTHLY NEWSLETTER FOR AN AUDIENCE OF 250,000+ MEMBERS.
- WORKED WITH INTERNAL DEPARTMENTS AND OUTSIDE VENDORS TO DEVELOP PROMOTIONS AND OFFERS FOR ALL EVENTS AT US AIRWAYS CENTER.
- MANAGED ARCHTICS AND CRM DATABASES TO MAINTAIN QUALITY.
- MANAGED THE DOWNTOWNLIVE.NET WEBSITE; THIS INCLUDED SITE MAINTENANCE AND UPDATES.
- CREATED WEEKLY/MONTHLY REPORTS, INCLUDING REVENUE RESULTS, CLICK-THROUGH RATES, UNSUBSCRIBE RATES AND CAMPAIGN SUMMARY REPORTS.

## EDUCATION

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BACHELOR OF SCIENCE IN ART AND COMMUNICATIONS – OREGON STATE UNIVERSITY – JUNE 2006  
FOCUS: ART + COMMUNICATIONS

## REFERENCES

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GABRIEL LLAGUNO  
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