



# NINA MCGOFF

## SUMMARY

Goal-driven Marketing professional and Entrepreneur at-heart, bringing a proven track record of hard work, focus, and dedication to business growth. Highly organized team player with expertise in project management and marketing strategies.

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## SKILLS

- Excellent customer service
  - Managing client relationships
  - Business development
  - Excellent sales skills
  - Team management
  - Direct and digital marketing
  - Event planning and execution
  - Project management
  - Copywriting/editing
  - Content creation
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## EXPERIENCE

**Marketing Specialist** / Tara Jensen Marketing - Dartmouth, MA

*05/2020 - Current*

- Responsible for keeping the team organized and on task with requests from clients.
- Ensure that projects remain on time and on budget.
- Orchestrate all projects in relation to web development and design, both print and digital.
- Write and edit copy for all direct and digital marketing content.
- Source images and create content that aligns with the brand, mission and vision of the business.
- Coding and managing client websites.
- Draft and distribute press releases to local media outlets.

**Director of Client Relations** / Boutique Fitness - New Bedford, MA

*02/2017 - Current*

- Identify and cultivate relationships with companies who will benefit from added wellness programs and employee incentives.
- Continuously achieve or exceed monthly sales.
- Coordinate and attend both corporate wellness events as well as community-based events in order to create awareness and generate leads.
- Provide exceptional customer service to all new, current and former clients.
- Generate and track new leads both through the use of CRM software.
- Collaborate and develop both direct and digital marketing strategies.
- Mentor and support staff/interns with the day-to-day activities.

**Creator** / FITwithNina - Framingham, MA

*05/2012 - 08/2019*

- Created and built an online training and nutrition business.
- Designed a website via WordPress while maximizing SEO.
- Created content using LeadPages, MailChimp and Constant Contact.
- Edited video content and illustrations with Adobe suite.

- Analyzed the success of digital ads via Google analytics.
- Successfully converted mailing list subscribers to paying clients via strategic marketing.

**Membership Director** / Healthworks Fitness For Women - Brookline, MA

*09/2009 - 04/2012*

- Hired and trained membership team personnel on systems, policies and sales strategies.
- Set and managed monthly team and individual goals based on budget.
- Created monthly sales and marketing promotions.
- Increased ancillary services revenue through proper member integration.
- Built mutually beneficial working relationships with other businesses in the community.
- Continuously met monthly and quarterly revenue goals.

**Marketing Manager** / TriMed Media Group - Providence, RI

*02/2007 - 03/2009*

- Oversee all marketing and advertising efforts for both print and online including the writing and editing of copy, management of database and lists and scheduling of distribution.
- Worked closely with print houses, freelance designers and manufacturing firms in order to meet project deadlines.
- Provided sales team with monthly analysis of industry trends and spending based on research and evaluation of the market.
- Responsible for developing an audience for three print and digital publications, two e-newsletters, four websites and periodic online events.
- Accountable for creating and monitoring the annual marketing budget.
- Planned and coordinated the logistics of up to 20 tradeshow and meeting events per year.
- Worked closely with fulfillment Services Company in an effort to maximize circulation efforts and streamline auditing process.
- Managed the print and online auditing process twice a year.

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**EDUCATION AND TRAINING**

Bryant College - RI

**Bachelor of Science:** Marketing & Communication