

# Nicole Colter

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## EDUCATION

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### **Master of Science, Creative Studies**

International Center for Studies in Creativity  
Buffalo State College, Buffalo, NY – August 2018

### **Graduate Certificate in Creativity & Change Leadership**

State University of New York, Buffalo, NY – December 2016

### **Bachelor of Business Administration**

Human Resources Management  
Bernard Baruch College, New York, NY – June 2000

## PROFILE

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Creative educator bringing an entrepreneurial approach to teaching. Talented marketing professional with a knack for combining unlikely elements into creative solutions. Trained problem solver and master of collaboration – formal and informal strategic partnerships. Meticulous system and process developer with years of project management experience. Authentic visionary leader who can inspire people to action.

## PROFESSIONAL EXPERIENCE

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### **Program Planning, Business Development & Evaluation**

- ◆ Launched science education company selling programs directly to elementary schools and parents of K-6 children
- ◆ Founded magazines helping local businesses reach over 100,000 parents monthly via six regional zones covering Rhode Island, Eastern CT and Long Island, NY. Successfully sold NY & RI magazines and collaborated with The New London Day to transition CT clients to CT Family Magazine. Achieved over 90% client retention for buyers.
- ◆ Established a business to business barter exchange and negotiated sale to the largest barter exchange in the USA
- ◆ Conducted needs assessment interviews using a creative problem solving consultative approach and designed solutions to meet client needs
- ◆ Strived for continuous improvement by developing ongoing online surveys for client feedback, service satisfaction and exit surveys

### **Public Relations & Marketing**

- ◆ Published magazines for almost 12 years which fostered many skills including, but not limited to, development of effective and integrated press releases, brochures, print advertising, email and social media marketing campaigns
- ◆ Developed and implemented marketing strategy, marketing calendar and promotional activities for each owned and operated business - Mad Science, Parent Bug and Barter Matchmakers
- ◆ Participated in business networking, locally and online, to develop referral sources and strategic partnerships
- ◆ Built and maintained strong client and community relationships

### **Strategic Planning & Compliance**

- ◆ Ensured ongoing compliance with laws, franchise rules, grant specifications and insurance requirements
- ◆ Acted as Project Manager for mergers, acquisitions and all new business ventures
- ◆ Consistently streamlined processes to boost efficiency and minimize errors by leveraging technology
- ◆ Constantly scanned environment for opportunities and threats and adjusted strategy as needed

### Administrative Services

- ◆ Managed all bookkeeping, accounts payable and receivable, purchasing, product pricing and discounts
- ◆ Designed website maps for web developers with user interface and back-end needs clearly articulated
- ◆ Recruited, hired, trained, supervised, and evaluated instructors and employees
- ◆ Handled database conversions including data integration and data mapping
- ◆ Established online registration landing pages, confirmation emails and included upsell options
- ◆ Responsible for customer service – invoices, statements, tax forms, newsletters, reminders and prompt email replies
- ◆ Extensive experience with legal contracts and contract negotiation
- ◆ Ensured quality control by writing procedures and creating review systems

### Teaching & Facilitation

- ◆ Developed engaging, interactive educational experiences and materials for adult learning
- ◆ Facilitated Creative Problem Solving groups of 5-30 people to assist clients to explore their vision, formulate solutions, evaluate assistance and resistance factors as well as develop detailed plans of action
- ◆ Designed experiential learning activities that develop 21<sup>st</sup> century learning skills as part of a service learning program
- ◆ Presented educational programs in various formats to children and adults

### WORK HISTORY

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<b>Teen Outreach Program (TOP) Facilitator</b> Eastconn: Quinebaug Middle College, Danielson, CT	2015-Present
<b>Substitute Teacher</b> Kelly Educational Services, New London, CT	2014-2015
<b>Independent Solution Provider</b> Constant Contact	2010-2015
<b>Co-owner &amp; Publisher</b> Parent Bug Magazine, Eastern CT & Rhode Island	2003-2015
<b>Co-owner &amp; Registered Trade Broker</b> Barter Matchmakers, Eastern CT	2012-2014
<b>Independent Seminar Facilitator</b> Laugh Your Way to a Better Marriage, Green Bay, WI	2011-2014
<b>Co-owner &amp; Science Educator</b> Mad Science of Southeastern CT, Jewett City, CT	2003-2014
<b>Assistant Vice President - Mutual Fund Ops</b> <b>Wholesale Distribution Manager - Mutual Fund Ops</b> <b>Institutional Service Representative - Mutual Fund Ops</b> <b>Retail Service Representative - Mutual Fund Ops</b> Credit Suisse Asset Management, New York, NY	1996-2002

### COMPUTER SKILLS

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- ◆ Moodle LMS ◆ Microsoft Office ◆ Quickbooks ◆ Customer Relationship Management Systems ◆ Database Management ◆  
◆ Constant Contact Email Marketing, Social Media Campaigns, Survey and Event Management ◆