


NIKITA NIELSEN

Fluent in Chinese, English and German, I have a passion for clear communication in all its beautiful forms! An international background has shaped me into a dynamic and persevering individual with a passion for telling/hearing stories.

CONTACT

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EXPERTISE

CREATIVE

- Adobe Photoshop
- Adobe Illustrator
- Canva
- Miro

MARKETING/ORGANISATIONAL

- Microsoft Office Suite
- Google Suite
- MailChimp
- Smartsheet
- Nielsen
- Statista
- Mintel

EDUCATION

BSc Marketing and Design

Lancaster University | 2019 - 2022 | UK

- Grade: First
- Relevant Modules: Marketing Research, Strategic Marketing, Advertising, Design Management, Global Marketing Management
- President of Advertising Society
- Events Manager/ Social Media Manager/ Graphic Designer
- Taekwondo Society
- BBC Radio "The Third Degree" Participant (2022)
- Furness College Extrav Committee (2022)
- MarketingMe Launch Event 2021 Winner
- Furness College Charity Challenge (2020)

EXPERIENCE

JUNIOR ACCOUNT MANAGER

HeimatTBWA | 2022 - 2024 | Germany

- Assisting and monitoring the development of TV, digital and print campaigns for international FMCG brands;
- Managing client relations;
- Conducting competitive analyses;
- Trend spotter for TBWA's culture intelligence unit Backslash.

ASSOCIATE ADMINISTRATIVE OFFICER

Vistra | 2019 | Luxembourg

- Conducted market research;
- Supported business development and business association activities with education partners.

EVENTS MANAGEMENT INTERN

TAS | 2019 | China

- Organized a two-week long film festival;
- Learned how to use WeChat for promotions.

LANGUAGES

- English – Native
- Chinese – HSK 6
- German – C1
- Spanish – B1
- French – A2

CERTIFICATES

LANCASTER GOLD AWARD

- Issued 2022
- Award for recognizing extra-curricular activities undertaken by students during their degree. Award categories are Bronze, Silver and Gold.

CREATIVE ACCELERATOR

- Issued 2023
- Certificate for completion of The Creative Accelerator Course from Contagious.

VOLUNTEERING

GUEST AUTHOR

Life in Düsseldorf | 2023 | Germany

- Contributed articles to online blog for people moving to Germany and expats living in Düsseldorf.

BEFRIENDER

Age UK | 2021 | UK

- Volunteered as a phone befriender for vulnerable people during the pandemic.

USER EXPERIENCE INTERN

SFIEC | 2019 | China

- Supported the designing and development of an interactive tour of the city of Shenzhen for expats.

INTERN REPORTER

FangYuan Media Group | 2018 | China

- Contributed articles to WeChat media channel dedicated to older adults in China;
- Reported on local activities and events for the target community.