

# NICOL HODGES

DMV | 310.904.2955 | nicolhodges01@gmail.com | LinkedIn Profile | [nicolhodges](#)

## Creative Management

Talented Creative Manager, skilled at completing daily assignments and contributing to team success. Always willing to take on any task. Adapts quickly to new needs and policies.

### SKILLS & AREAS OF EXPERTISE

Creative Project Management | Brand Management | Strategic Planning | Budget Estimates

### PROFESSIONAL WORK EXPERIENCE

#### ASSISTANT AND COMMUNITY ENGAGEMENT MANAGER | Athleta, VA

2023

- Successfully assist in training, coaching, and hiring sales associates to meet company daily KPI goals.
- Certified expert in the brand's selling behaviors, leveraging all selling skills with each client interaction.
- Actively building community relationships with local fitness professionals to drive sales and increase customer interest.
- Operational Support such as opening and closing the store, cash handling, and ensure all company compliances.

#### CREATIVE PROJECT MANAGER | Monti Kids, Remote, Lafayette, CA

2022

- Successfully finalized the company's brand guide, enabling stakeholders to expedite website development.
- Managed weekly project status updates for key stakeholders, detailing design resources and gathering feedback for project completion.
- Enhanced project outcomes by creating effective strategies for analyzing project management and delivery risks, resulting in reduced project timelines.
- Managed the entire creative process, from concept to project completion, adhering to recommended timeframes for e-commerce, subscription-based business.

#### GLOBAL CREATIVE MANAGER | Dr. Seuss Enterprises, San Diego, CA

2019 – 2022

- Created and designed approval packets for domestic and international licensees to streamline the development process.
- Resolved design issues by working closely with the management team to develop and implement solutions.
- Monitored the creative process from concept to the final stage and solely approved 10,000 products in one calendar year.
- Actively partnered with legal to analyze contracts and determine trademark specimens for domestic and international products.

#### PRODUCT DEVELOPMENT MANAGER | Equity Management, Inc., San Diego, CA

2016 – 2019

- Effectively partnered with the product development team to analyze and execute over 15,000 product reviews annually.
- Actively collaborated with General Motors, Chevrolet, and Nissan to bring licensed and branded products to market.
- Controlled brand messaging implementation with future product road maps and existing portfolio.
- Helped valued engineer products, identifying acceptable trade-offs in design to improve profitability.

### ACCOMPLISHMENTS

- Accelerated 60 stalemate projects in two months to launch and drive website traffic to increase sales by 20%.
- Influenced a \$13M increase in Dr. Seuss Enterprises' sales by solely approving 10,000+ products
- Successfully managed a Product Licensing Program that generated nearly \$4B for General Motors, Chevy, and more.

### EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts (B.A.), Environmental Sciences | University of Missouri, Columbia, MO  
Bachelor of Arts (B.A.), Apparel Construction & Design | Stephens College, Columbia, MO