

Nicola Medley-Ballard
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02/2015-Current Rudeboyz Artworks-Founder

Management, Marketing, Development, Merchandising and Organization. Entrepreneur Consultant and Public Speaker. Massachusetts Ave Project former Development Chair and Committee Member, former School Board Ethics Committee Member. Small business and Grassroots consultant for Start-Ups. Management for a storefront and online sales. Event and Project Management. Freedom Schools Trained Arts Instructor for Middle School to High School After School Programs, Curriculum written for two STEAM Programs (20 Buffalo Public Schools)

03/2008-Current Consult Medley Publishing Marketing

Video-grapher-Digital marketing and advertising campaigns. YouTube video and 30 second commercial production, Voice-Over's, Green Screen production and Video Editing, Template Website Design and Monitoring, SEO, SEM, produced 30 min. Arts Television Webisode and Television show, show aired on KPXJ CW 21. Director of the CMBR Radio Show, programming and commercials. Software Publisher, Video Pad for DVD and Video Editing, Adobe elements 11, Adobe Photoshop, Windows Movie Maker, Excel and Windows Suites

10/2012- 03/2013 YP Holdings LLC/AT&T Solutions Advertising Consultant -

Inside sales for search engine marketing, SEO, SEM, SMM websites, direct mail, video, printed directories, performance based advertising, mobile marketing and more, based upon your prospective clients' needs and goals. Phone prospecting for new business by identifying and qualifying leads generated from cold-calling, networking, marketing, referrals and lead databases, advanced use of Excel and PowerPoint.

06/2010-03/2012 Gannett News/Times Media Area Manager Social Commerce- Scheduled and designed website platform (User Interface). Resource to small businesses and entrepreneurs. Approved deals for best revenue. Designed ads for newspaper using ATOL program. SMM with FaceBook, Linked In, SpredFast, Cotweet and Twitter accounts. Invoicing, Web Analytic and SEO research. Monthly reports.

Special Skills

2008- Shreveport Parks And Recreation -Visual Arts Instructor Teaching crafting and visual arts to After-School, Summer Camp and Special Needs Students in Caddo Parish
2009- Nehemiah Project- Taught Visual and Literary Art during Summer Camp
2010- Turning Point, LLC- Taught Art and Performance Art Summer Camp
2011-2017 Artbreak – Crafts and Arts instructor 3rd Graders

Education: Southern University A&M-2005

Business Management Bossier Parish Community College-1999

Business Administration SJCC- Executive Administrative Assistant Certified-1998

Awards: 2000- OES/PHA Queen of the South Special Skills: 2008- SPAR- Local Artist Instructor
2015- Queen City Pop Up
2016- BNSC Women In Leadership Award
2017-Entrepreneur WNY/ Buffalo News