

Monika Nix

RESUME

Post Office Box 1111
Baldwin, Georgia 30511
(H) 706.776.7365
(C) 706.768.1505

Areas of Expertise

Team Building
Customer Relations
Communication Skills
Developing Promotions (on a shoestring budget)
Encouraging/Motivating Others
Problem Solving

Professional Profile

Self Motivated
Highly Energetic
Creative
Team Player

With extensive experience in Community Relations.
Emphasis on serving the public in their communities.

Employment Experience

Jan. 2012 - Present • Lawrenceville Tourism & Trade

233 East Crogan Street, Lawrenceville, GA 30046
678.226.2639

Marketing Director

Responsible for creating and placing all ads and promotions, create events for City of Lawrenceville/Community
Book and organize concerts for the city
Secure sponsorships
Represent the city at all public functions
Organize meetings with downtown merchants to exchange ideas to help them become more successful
Created a new marketing promotional, "A Destination Guide", which is distributed at all Welcome Centers throughout the State of Georgia and tourist destinations

Feb. 2006 - 2012 • United Community Bank

255 North Main Street, Cornelia, GA 30531
706.776.3114

Marketing Manager

1995 - Jan. 2006 • WHEL 105.1 FM

Clear Channel Communications, Inc., 1819 Peachtree Street, Suite 700, Atlanta, GA 30309,
404.367.0949 or 706.878.1051

General Manager

1993 - 1995 • WNIV 970/1400 AM Radio

2970 Peachtree Road, NW, Atlanta, GA 30305, 404.365.0970

Public Relations Director
Promotions Director

Nov. 1992 - Feb. 1993 • Premier Promotions

81 South Alexander Street, Buford, GA 30518, 770.945.8600

Show Producer

Coordinated and produced “Retirement Planning” show in Minneapolis/St. Paul, Minnesota

Coordinated and produced “Home and Garden” show in Lakeland, Florida

Coordinated and produced “Home and Garden” show in Chicago, Illinois

1991 - 1993 • Tilley & Associates

155 Williams Drive, Suite 108, Marietta, GA 30066, 770.424.8839

Promotion Representative for local concerts and Atlanta Fest

Promotion for Steven Curtis Chapman, Orlando, Florida

Promotion for Atlanta Fest, Lakeland, Florida

Feb. 1991 - May • New Creation Cruises and Vacations

Box 574837, Orlando, FL 32857-4837, 404.671.3224

Promotions Coordinator for Atlanta area

Assembled and interviewed new staff for cruise ship

Coordinated press conference for radio promotions

Coordinated committee for a three-day cruise promotion

Coordinated motel management and staff at Atlanta Marriott Marquis and Atlanta Marriott for three-day cruise promotion

March - June 1991 • Gwinnett County Habitat for Humanity, Inc.

1710-K Wilwat Drive, Norcross, GA, 770.447.1005

Concert Promotion

Coordinated a major benefit concert for the homeless of Gwinnett County

Booked talent

Raised funds

Assembled volunteers

Coordinated radio and newspaper interviews

Aug. - Nov. 1991 • Atlanta Area Coordinator for Fundraiser for Habitat International,

along with Sparrow Records, Margaret Becker, and Family Bookstores

Coordinated Atlanta area bookstore

Coordinated radio promotions

1988 - 1991 • WVEV 91.5 FM Radio

P. O. Box 1500, Cumming, GA 30130, 770.577.9150

Account Representative

Sales Manager

Public Services Director

Public Relations Director

1984 - 1988 • Tuesday Morning, Inc.

3240 Satellite Boulevard, Duluth, GA 30136, 770.476.0522

Sales Associate/Display Coordinator

1981 - 1984 • Compass Marketing Research

3294 Medlock Bridge Road, Norcross, GA 30092, 770.448.0794

Interviewed consumers on new products and tested new products

- Other*
- Board of Directors Habersham County Chamber of Commerce
 - Board of Directors - Alpine Helen Convention & Visitors Bureau
 - Board of Directors - Greater Helen Area Chamber of Commerce
 - Greater Helen Area Chamber of Commerce Advertising Committee
 - Board of Directors - Foothills Counseling Center
 - Nominated small market General Manager of the Year 1999/Radio Ink
 - Georgia Association of Broadcasters (GAB) Executive Board of Directors
 - National Association of Broadcasters (NAB)/Small/Medium Market - Radio Committee
 - Chairperson - Alpine Helen Oktoberfest & Christmas Parade 1999-2004
 - Fluent in German language

References

Available upon request