

# Monika Nix

## RESUME

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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

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### **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