Hi! I'm Nikki Gunn Rodenbeck

Seeking my place in The World of Doing Good with smart, creative people who love to laugh.

Work Skills

Integrated Marketing Strategy, Execution, Analysis
Storytelling
Creative Direction
Multi-project Management/Cross-team coordination
Sales/Business Development

Work Style

Creative Problem Solving
Empathic Communication
System-based Organization
Constant Prioritizing
Conscious Leadership

Education

1995 University of Texas at Arlington
B.B.A. Business Administration,
emphasis in Marketing and HR

2000 Stanford Accreditation: Media Strategy

2002 UC Berkeley Extension:
Interior Architecture program

Technical

Google Analytics, Salesforce, Excel, Word,
Drive, Powerpoint, Keynote, Photoshop
Illustrator, Mailchimp, WIX,
Wordpress, Shopify, Paypal

Social Media

Instagram, Facebook, Twitter,
Pinterest

WORK EXPERIENCE

CONSCIOUS CAPITALISM, Events   March 2017 - July 2017

Supported event producer to activate deep conversation, foster practical learning and build knowledge to further advance capitalism as a force for good among today's conscious CEOs. Optimized event tracking system to reduce redundancy. Incorporated data analysis into outreach strategy. Increased referrals by creating a nomination system for previous attendees. Managed event logistics and negotiated contracts. Developed marketing and promotion strategy. Redesigned and improved board member keynote and accompanying workbook. Facilitated staff meetings. Collaborated with interdisciplinary team to build a culture of results, care, and trust.
Stand-out Accomplishment: lead department to adopt Stakeholder Orientation internally by creating a value-based framework for program strategy, giving purpose and meaning to our financial goals.

SMALL BUSINESS CONSULTING, Various Roles   March 2014 - Current

In service of entrepreneurs, I give advice, teach skills, and brainstorm with clients to produce practical results and enhance strategic thinking in the areas of marketing, content, design, and social media. Clients include Stamen Design, Common Ground Urban Development, Sketching in Hardware, Skybox Realty, Foodhism, Bartlett, and more.
Stand-out Accomplishment: a common thread among my consulting work is finding the real problem and collaborating on the solution. My drive to fix inefficiencies and improve communication is fully engaged as a consultant to entrepreneurs.

FULL-TIME MOTHER, Early Childhood Development   December 2011 - Current

Researched and implemented an early childhood approach that respects the child first, allows for autonomy, self-direction, and creates an environment of confidence, empathy, and calm relationships. I honor this "job" by including it on my resume because the experience of diving deep into human development informs my management style more than any leadership course or book

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has done thus far. ***Stand-out Accomplishment: honed relationship skills, key practices include: listen to gain perspective; listen until people feel heard; hold people accountable, but don't judge; make room for experimentation; block time for "thinking"; collaboration is fun; authenticity is everything.***

SOFT CITIES, Owner & Creative Director   2010 - 2014

Developed a successful product and brand that sold one-of-a-kind map textiles to customers all over the world. Operations management, budget, marketing strategy, product strategy and design, project management, events, customer service, photography, PR strategy and writing, graphic design, fulfillment, product team coordination. ***Stand-out Accomplishment: increased repeat buyers by streamlining internal processes and developing best practices around key funnel milestones from customer response to fulfillment.***

PACIFIC UNION REAL ESTATE, SF Sales Agent   2005 - 2008

Completed over ten transactions in highly competitive SF market with varying degrees of difficulty and complication. Optimized relationship-based metrics to track networking goals, high-stakes negotiation, contract/loan system management, team coordination, client services, client/family therapy. ***Stand-out Accomplishment: developed autonomous work habits and consistent daily routines to boost productivity and increase referral-based leads.***

DE LA ESPADA, Store Manager   2003 - 2004

Managed sales and merchandising for modern, luxury retail studio specializing in hand-crafted wood furniture from Spain. ***Stand-out Accomplishment: implemented CRM system and trained sales team to treat customers as partners to gain respect and trust first, resulting in 300% increase in high-consideration product sales after six months.***

UC BERKELEY EXTENSION, Art & Interior Architecture Classes   2002 - 2003

Took a year from corporate work to explore my creative side. My mind opened to authentic expression and design-thinking concepts that inform my approach to life and work today.

ZIFF DAVIS PUBLISHING, Associate Manager   1998 - 2002

Designed and executed promotions and marketing programs to increase ad pages for *PC Computing Magazine*. Contributed strategy and implemented plans for large-scale B2B conferences and C-level offsite meetings. ***Stand-out Accomplishment: collaborated across functions with marketing, sales, and editorial to create powerful presentations and compelling sales materials resulting in record-breaking advertising sales. (Until it all came crashing down!)***

PIER 1 IMPORTS, Intern to Sr. Media Planner   1994 - 1997 Fort Worth, TX

Won a highly competitive HR internship while finishing college and moved up quickly to media planner managing display ads for 120 stores in over 20 US cities. Developed and executed a very successful media plan for newly launched Bridal Registry Program.
Standout Accomplishment: collaborated with IT department to create a database that made media buying more efficient and reported analytics for the first time. Buys became data driven and sales increased significantly.

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