



LAURIE NICHOLS

CAREER GOALS

Working for the common good, I specialize in helping non-profits and individuals create resources and strategic communications & content plans that will maximize their own resources while achieving their vision to make our world better through their own specific mission and values. Understanding that often we have limited resources and time, I love to take on projects with purpose and work with those who have big dreams and to see them reach their fullest potential.

CORE STRENGTHS

- *Content Creation*
- *Brand Management*
- *Writing and Editing*
- *Excellent Communicator*
- *Collaborative Player*
- *Visionary/Strategic Leader*

KEY SKILLS & EXPERIENCE

Writer, Editor & Storyteller

- 15+ years of writing, editing, and storytelling
- Utilized multi-media approach to storytelling, including print, digital, text-based, and audio and video-based methods
- Envisioned and created series of blogs, articles, and book chapters dedicated to helping people live empowered by a mission
- Headed up editorial and publishing for a number of major Christian publications, including both print and digital
- Created effective communications pieces for donors of all giving capacities
- Crafted and executed media plans surrounding books, conferences, and research studies

Brand Developer & Visionary

- Oversight of development and growth of Wheaton College Billy Graham Center brand for 10+ years
- Lead visionary on new initiatives in curriculum and resource development
- Lead visionary in creating global conferences on issues relating to the global refugee crisis, the #metoo movement, and the pastoral care crisis in the U.S.
- Lead strategist in building out focused strategy groups throughout North America to connect global leaders
- Envisioned and implemented social media strategy to grow brand accounts to more than one million weekly views
- Curator and overseer of a high-profile Christian leader brand
- Facilitated critical conversations with media relating to the opioid crisis, the immigration crisis, and the #metoo movement

Heromaker & Advocate

- Led editorial advisory committee of 12 people towards a common mission
- Managed and championed nearly a dozen multi-media developers (video, social, audio) and freelance writers/editors
- Visionary and founder of the Heromakers Movement (heromakersmovement.com)
- Supporter & strategist of bringing the voices of those who are marginalized to the forefront of our conversations

CURRENT WORK

Heromakers Movement

FOUNDER & VISIONARY (AUGUST 2020-CURRENT)

- Lead strategic visionary and developer
- Co-host, The Heromakers Podcast
- Oversee team of content creators and digital specialists
- Oversee and contribute to all content on the digital platforms
- Build websites using Wordpress and related plugins

Media Associates International

COMMUNICATIONS MANAGER (NOVEMBER 2020-CURRENT, PART-TIME, 15 HRS/WK)

- Lead communications & marketing efforts for audience/donors
- Interview and write articles for all print and digital publications/posts
- Create strategic social media plan

Freelance - Various

FREELANCE EDITOR, WRITER, COMMUNICATIONS STRATEGIST (AUGUST 2020-CURRENT)

- Various book projects and curriculum
- Clients include: Biblica - The International Bible Society, Christianity Today, Institute for Prison Ministries, Church Evangelism Institute, IT blogger

LAURIE NICHOLS

EDUCATION

Valparaiso University (Valparaiso, IN)

- BACHELOR OF ARTS IN JOURNALISM & COMMUNICATIONS

Wheaton College (Wheaton, IL)

- MASTER OF ARTS IN INTERDISCIPLINARY STUDIES

PROFESSIONAL SKILLS

- Proficient in Microsoft Word, Excel, and PowerPoint
- Familiar in working with Adobe programs, including Acrobat, Photoshop, InDesign, and Illustrator
- Proficient in Final Cut Pro and Audacity
- Proficient in working with online image-creation programs
- Proficient with Wordpress-based CMS
- Familiar with interfacing with Facebook, Twitter, Instagram, Pinterest, LinkedIn
- Familiar with Mailchimp email integration

PERSONALITY ASSESSMENTS

- *Meyers-Briggs: ENFP*
- *DISC: High I*
- *Strengths Finder: Strategy, Activator, Developer, Belief, Empathy*
- Enneagram 7w6

CONTACT DETAILS:

Telephone: 219-508-9807

Email: themakingofahero@gmail.com

LinkedIn: [@laurienichols](#)

PREVIOUS EMPLOYMENT HIGHLIGHTS

Wheaton College Billy Graham Center

DIRECTOR OF COMMUNICATIONS & MARKETING, 2012-AUGUST 2020

- Led strategic vision for communications and marketing (print, digital, social media)
- Oversaw brand management
- Oversaw public relations with print, radio, and digital media
- Mentored team of communications staff responsible for social media, online marketing, and editorial
- Created content for digital, print, and fundraising efforts
- Led large events strategy and planning
- Oversaw strategy and managed related websites and social media
- Built websites using Wordpress and related plugins
- Created curriculum and study guides
- Provided strategy, vision, and communications pieces for fundraising efforts & donor proposals
- Served as PR director

The Exchange with Ed Stetzer, Christianity Today

EDITOR/MANAGING EDITOR, 2016-AUGUST 2020

- Oversaw content and editorial strategy
- Provided strategic management and oversight to social media
- Created content and research for both onsite and offsite pieces

RELEVANT EXPERIENCE

Publisher/Managing Editor (10+ years)

EVANGELICAL MISSIONS QUARTERLY

Managing Editor & Strategy Lead (6 years)

LAUSANNE WORLD PULSE

Freelance Editor (15+ years)

BOOKS & ARTICLES ON ORALITY, BIBLE TRANSLATION, HUMAN TRAFFICKING, SEXUAL EXPLOITATION AND HARM, SPIRITUAL PRACTICES, GENEROSITY, THEOLOGY, AND LIVING WITH A MISSION, INCARCERATION, CORRECTIONAL MINISTRY

Book Review Editor (7 years)

EVANGELICAL MISSIONS QUARTERLY

Reporter (4 years)

POST-TRIBUNE (NORTHWEST INDIANA)

*Evangelical Missions Quarterly is the largest and most historic missions journal in North America, serving practitioners in 50+ countries.

*Lausanne World Pulse was a digital publications of the global Lausanne Movement, which networks Christian leaders in over 100 nations.

*The Exchange with Ed Stetzer is a blog of Christianity Today and has a regular readership of 100,000+.