

Nikki Veldhousen

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SUMMARY

Creative and research-driven brand and web designer with a strong foundation in visual design, web development, and project management. Proven ability to transform stakeholder visions into compelling digital experiences that enhance online presence and drive impactful results. Skilled in managing complex projects, leading teams, and collaborating across cross-functional groups in fast-paced environments. Adept at balancing creativity with strategy, staying ahead of design trends, and delivering solutions that resonate with diverse audiences.

TECHNICAL SKILLS: Marketing strategy, planning & communications • Public relations & community outreach • SEO, local SEO & content strategy • Paid search: Google Ads & Microsoft Advertising • Social media strategy & performance analysis • Website content, accessibility & optimization • GA4, Google Search Console & Meta Business Suite • Adobe Creative Cloud, brand systems & visual design • WordPress, Squarespace, HTML/CSS • Project coordination, event logistics & reporting

PROFESSIONAL EXPERIENCE

Oxford Health Systems

Oxford, AL / United States

Director of Marketing & Public Relations Officer

Dec 2025– Present

- Lead marketing strategy and communications across Oxford Health Systems service lines, including Oxford Paramedics and Primary Care & Wellness.
- Designed, built, and deployed three organizational websites, overseeing website structure, content, SEO, accessibility, and ongoing optimization.
- Manage vendor coordination and external marketing initiatives, including radio advertising, community outreach, and promotional activities.
- Direct employees during event setup, logistics coordination, and execution of organizational initiatives, coordinating resources and responsibilities to support successful delivery.
- Develop and implement social media strategies using consistent publishing, branded content, audience analytics, and performance-based content optimization.
- Improve website discoverability through local SEO, optimized metadata, search-focused healthcare blog content, and ongoing website improvements.
- Coordinate public relations, community partnerships, health education initiatives, and patient-facing communications to increase awareness of organizational services.
- Analyze website and social media performance to evaluate results, identify opportunities, and guide ongoing marketing decisions.

Analytics Results

- Increased Primary Care website active users by **31.9%**, new users by **29.4%**, and sessions by **30.2%** over a 90-day comparison period.
- Increased Oxford Paramedics Facebook views by **1,664%**, engagement by **4,032%**, and new followers by **412%** during April–September 2026 compared with the previous six months.

MyBasePay | Brand Refresh & Marketing Design

Remote / United States

Lead / Sole Designer | Contract

Oct 2025– Mar 2026

- Led design execution for a brand refresh in collaboration with the Marketing Director, retaining the existing logo while developing a cohesive visual identity.

- Gathered stakeholder preferences and reference brands, developed creative concepts, and refined the selected direction through collaborative review.
- Created a brand guide and reusable design resources, including a color palette, image library, and icon library, to establish consistent visual standards across teams throughout the company.
- Designed a PowerPoint master deck, email signatures, social media design direction, and trade-show booth and backdrop concepts with supporting collateral.
- Supported the refreshed brand and website launch with cohesive visual assets across digital and physical marketing materials.
- Established reusable collateral for teams across the company, improving brand consistency, supporting more efficient asset production, and reducing the need to recreate materials for individual requests.

WorkLLama LLC
Graphic/ Web Designer

Remote / United States
Feb 2024– Oct 2024

- Designed and produced a wide range of marketing collateral, including digital advertising assets, email templates, trade show materials, website assets, print materials (banners, flyers, window graphics), and motion graphics for web and video platforms.
- Managed multiple design projects simultaneously, ensuring alignment with specifications, timelines, and budget constraints.
- Oversaw projects from conceptualization to production, including collaborating with stakeholders to define project scope, developing sample layouts, presenting concepts for approval, and preparing final assets for production.
- Assured quality control of all deliverables, meticulously reviewing final outputs to meet brand and quality standards before release.
- Maintained a high level of proficiency in design software and tools to ensure seamless production of visually compelling print and digital materials.
- Organized and managed media assets to ensure accessibility and consistency across projects.
- Collaborated cross-functionally with internal teams, including marketing and sales, to strategize and produce visual communications aligned with branding objectives.
- Played a key role in the company-wide rebranding initiative, creating cohesive brand experiences across all platforms and developing user-centric designs for the company's website and marketing materials.

High Five Media
Web/ Graphic Designer | Web Change and SEM Coordinator

Oklahoma City, OK / United States
Dec 2021 – Feb 2024

- Designed and produced marketing collateral, including website assets, digital advertising graphics, and print materials, while ensuring a cohesive brand experience across platforms.
- Prioritized and managed multiple projects, meeting deadlines within design specifications and budget constraints to deliver high-quality results.
- Led the web maintenance team, overseeing client-requested changes to ensure updates improved user experience and aligned with branding objectives.
- Collaborated with internal and external teams to strategize and produce visual communications, maintaining a focus on client satisfaction and functional design.
- Integrated HTML/CSS into responsive web designs to enhance interactivity and performance.
- Partnered with content creators to develop SEO-optimized websites, improving search rankings and driving user engagement.
- Directed SEM campaigns, performed keyword research, optimized landing pages, and conducted performance analysis to improve conversion rates.
- Streamlined account management for Google Ads and Bing Ads, enhancing reporting processes and increasing targeted traffic to client websites.

- Conducted thorough quality assurance reviews of web changes and design materials, ensuring alignment with client requirements and brand standards.
- Managed and organized media assets, enabling efficient access and consistency across projects.

EDUCATION & OTHER

Alabama Agricultural & Mechanical

Dec 2017- Dec 2020

Bachelor of Arts - BA, Graphic Design, Magna Cum Laude

OTHER EDUCATION:

- Piloting AI for Marketers – Marketing AI Institute Certified: Mar 2023
- Foundations of User Experience Design – Google Certified: Jan 2022
- First Responder Sensory Accessibility/Inclusive™ Certification: KultureCity Certified: Sep 2026
- Certified Ambulance Public Relations Officer – NAAC Certified: Jun 2026