# Nikki Veldhousen

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## SUMMARY

Marketing and communications leader with experience developing organizational strategy, directing integrated marketing initiatives, and strengthening digital presence across healthcare, technology, and professional services. Experienced in public relations, community engagement, digital marketing, brand strategy, SEO, and performance analytics. Combines strategic planning with hands-on execution, using audience insights and measurable results to guide communications programs, improve marketing operations, and advance organizational objectives.

**CORE COMPETENCIES & TECHNICAL SKILLS:** Marketing strategy, planning & integrated communications • Public relations & community outreach • Digital marketing strategy & audience growth • Brand development & brand management • SEO, local SEO & Answer Engine Optimization (AEO) • Paid search: Google Ads & Microsoft Advertising • Social media strategy & performance analysis • Google Analytics 4 (GA4), Google Search Console & Meta Business Suite • Keyword research & conversion tracking • Website strategy, accessibility & optimization • WordPress & Squarespace • HTML/CSS • Adobe Creative Cloud & brand asset management • Content strategy, editorial planning & publishing • Stakeholder relations & cross-functional project leadership • Vendor coordination, project management & process improvement • Event coordination, communications & performance reporting

## PROFESSIONAL EXPERIENCE

**Oxford Health Systems |** Oxford, AL/United States
**Director of Marketing & Public Relations Officer** | *Apr 2026–Present*

Lead integrated marketing and communications strategy across healthcare service lines, including Oxford Paramedics and Primary Care & Wellness. Oversee digital marketing, public relations, organizational communications, community engagement, and brand development to strengthen organizational visibility and support strategic objectives.

- Develop and execute integrated marketing and communications strategies aligned with organizational goals, service-line priorities, and community needs.
- Advise organizational leadership on marketing strategy, public relations opportunities, audience engagement, digital performance, and communications planning.
- Direct website strategy and ongoing optimization across three organizational websites, overseeing SEO, local search visibility, content development, metadata, accessibility, and user experience.
- Lead digital content strategy, editorial planning, and social media communications focused on healthcare education, community outreach, organizational initiatives, and brand awareness.
- Coordinate public relations initiatives, external marketing partnerships, radio advertising, community outreach, promotional campaigns, and public-facing events.
- Lead cross-functional project coordination for community engagement and organizational initiatives, collaborating with employees, healthcare professionals, vendors, and external partners.
- Monitor marketing analytics and campaign performance using Google Analytics 4, Google Search Console, and Meta Business Suite to evaluate results, identify opportunities, and guide continuous improvement.
- Apply data-driven decision-making and performance reporting to refine marketing campaigns, strengthen digital engagement, and improve organizational visibility.

**SELECTED MARKETING & COMMUNICATIONS 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*

Partnered with the Marketing Director to support a company-wide brand refresh for a global contingent workforce, payroll, and employer-of-record platform.

- Collaborated with marketing leadership and stakeholders to translate brand objectives and feedback into a cohesive brand system.
- Developed brand guidelines and standardized marketing resources to improve consistency across departments and communications channels.
- Coordinated implementation of refreshed brand elements across presentations, digital communications, social media, email, and trade show materials.
- Established reusable marketing assets and centralized resources to support consistent brand execution and reduce repeated production requests.
- Supported the refreshed brand and website launch through coordinated marketing materials and implementation support.

**WorkLLama LLC |** Remote/United States
**Graphic/Web Designer** | *Feb 2024–Oct 2024*

- Contributed to a company-wide brand refresh, coordinating the implementation of updated brand standards across digital and marketing channels.
- Collaborated with internal stakeholders to manage projects from planning through delivery while maintaining consistency and quality.
- Supported website and marketing initiatives through coordinated digital communications, campaign materials, and brand implementation.

**High Five Media |** Oklahoma City, OK/United States
**Web/Graphic Designer | Web Change and SEM Coordinator** | *Dec 2021 –Feb 2024*
Supported digital marketing, website optimization, paid search, and client project operations across a high-volume agency environment.

- Helped scale the website change-request workflow from approximately 100 to nearly 300 requests per month while reducing turnaround time by approximately 30%.
- Supported Google Ads and Microsoft Advertising campaigns through keyword research, landing-page optimization, campaign coordination, and performance reporting across more than $75,000 in advertising spend.
- Coordinated website updates, quality assurance, SEO improvements, and client-requested changes while maintaining project priorities and delivery standards.
- Worked across internal teams to coordinate digital marketing deliverables, improve workflows, and maintain consistency across client websites and campaigns.

## EDUCATION

**Alabama Agricultural & Mechanical University |** *Dec 2017- Dec 2020*
*Bachelor of Arts - BA, Graphic Design, Magna Cum Laude*

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- 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