

Amy Nieman

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Who am I?

- I have the energy and positivity to make a team and company a great place to work and thrive in. I love people, and I am continually striving to learn, grow and help others. Ask anyone who knows me, and they will say that I am great connector of people and have a passion for life!

Professional Experience

AREA DIRECTOR | CENTER SPHERE | JANUARY 2019 – PRESENT (CURRENT LEAVE OF ABSENCE)

- Manage nearly 1,000 Omaha area Center Sphere members so they receive the most of out their memberships.
- Fulfill monthly, quarterly and annual membership numbers and retention rate of 80%.
- Oversee all new members start-up needs including training, orientation and Digital Dashboard trainings monthly.
- Train Chapter Presidents on expected leadership skills, use of the Digital Dashboard System, meeting formats, membership growth and best practices.
- Promote Center Sphere at local events (i.e., Chamber, networking and community events) and also on social media portals.

BRAND AMBASSADOR | RTG MEDICAL | OCTOBER 2017 – OCTOBER 2018

- Managed all Public Relations' relationships within both the Omaha and Fremont communities. Developed long-lasting relationships with non-profit partners and built a culture of volunteerism. I also planned company events and led our internal culture to be one of the Best Places to Work in Omaha in 2017 and 2018.

TALENT ACQUISITION LEAD | LUTZ | DECEMBER 2014—OCTOBER 2017

- Managed both internal recruiting and client recruiting accounts for business, accounting and finance. Developed extensive relationships with CFO's, Controllers and other top-level executives in the community. I was one of the top brand ambassadors for our company, as well as utilized extensive social media to elevate our firm.

VP OF MARKETING & RECRUITING | CONTINUUM FINANCIAL/MASSMUTUAL | FEBRUARY 2012—NOVEMBER 2014

- Oversaw all agency marketing efforts including brand awareness, agency/advisor events, social media, press releases, advertising and internal agency communication. Managed all hiring and recruiting efforts for the agency including a five-step interview process, weekly update meetings, pipeline, candidate events, nominator/COI meetings, metrics and reports. Trained new and experienced advisors on all areas of marketing, effective networking and sales for the financial services industry.

MARKETING CONSULTANT/SALES ASSOCIATE | GARMENT DISTRICT | JUNE 2009—JUNE 2012

- Garment District is an upscale women's clothing boutique where I worked as a Marketing Consultant and Sales Associate and for store events and promotions.

MARKETING, SALES & SOCIAL MEDIA SUPERVISOR | FRESH CONCEPTS | APRIL 2011—FEBRUARY 2012

- Managed all Fresh Concepts social media and assisted with Sales Team event marketing efforts. Provided solid feedback and tracked results for Fresh Concepts' web brochure, marketing flyers, social media and networking events. Met with prospective Presidents, CEO's and decision makers to sell promotional marketing products and custom apparel. Worked as my customers' creative liaison to make an impact for each one of their brands.

FRANCHISE MARKETING MANAGER | GODFATHER'S PIZZA CORPORATE | NOVEMBER 2009—JANUARY 2011

- Guided effective communication and execution of marketing promotions between the corporate marketing department and a territory of franchisees (20 states including Alaska, Texas and the Midwest) to help drive increased sales among corporate stores and franchisees. Sales prospered once I began managing for over 15 corporate stores.

Education

- *Bachelor's Degree – University of Nebraska-Lincoln, Communication Studies, December 2001, Graduated with Distinction*

Community Involvement

- Board Member, Community Health Charities of Nebraska
- Ronald McDonald House Charities of Nebraska – Development Committee
- Former Board Member, Leukemia & Lymphoma Society