

# NANCY VANREECE

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## BRAND ADVOCATE AND STRATEGIC VISIONARY

A definer of measurable results of proven strategies. A brand builder and advocate that concentrates on client experience, contributing a long strategic vision with a keen eye for the latest trends in social media and online communications. National speaker on issues such as online marketing, social media communications and branding.

## KEY SKILLS AND COMPETENCIES

Marketing Strategy • Corporate Branding • Strategic Communications  
Client Happiness Advocate • Public Speaking and Online Trainer • Social Media Strategy  
Community Outreach • Strategic Planning • Habitual Up-seller • Creative Visionary

## PROFESSIONAL EXPERIENCE

**CARPE DIEM MANAGEMENT**, Nashville, TN  
Owner, Principal

1989-Present

### ADVOCATE - ENLIGHTEN - EMPOWER

#### ADVOCATE - Do what is right for the customer.

##### *Recent Projects Include:*

- Drove the partnering of twenty healthcare organizations to use technology to identify market trends for the of improvement public health. (*Nashville Health Management Foundation*)
- Authored critical branding strategies by identifying stories to tell through video, and other social media, to help citizens and leaders reimagine transit in their region. (*Transit Alliance of Middle TN*)
- Key partner in the strategy that raised over \$100,000 for community support with the "We Are Nashville" T-shirt. (*Cool People Care*)

#### ENLIGHTEN - Introduce new technologies and creative ways to meet tangible goals.

##### *Recent Projects Include:*

- Designed a video marketing and social media strategy to launch a retail brand from online to brick and mortar. (*Juice.Nashville*)
- Educated and assisted executive leaders and staff in a culture shift. Used technology to measure and scale the agency from one city to four. (*MDSave, Inc*)
- Created online and in-person workshops and webinars to teach over 100 organizations how to rethink online communications. (*Cool People Care & Tennessee Arts Commission*)
- Researched, designed and created award winning animated videos by using the Prezi platform to explain and define nonprofit giving results. (*GivingMatters/CFMT*)
- Developed targeted social media communications and branding strategies for public speakers. (*Generational Edge and Brave Girl*)

#### EMPOWER - Give the tools to get it done. Do it with them until they can do it by themselves.

##### *Recent Projects Include:*

- Created the original social media strategy and training for implementation of the NowPlayingNashville website. (*Community Foundation of Middle TN*)
- Crafted a strategic social media launch and follow up branding of a customer app for iPhone. (*Wannado, Inc*)
- Amplified the sponsorship of an event to build an ongoing tactical marketing campaign. Provided a road map to replicate the results at future events. (*Pareto Realty and Live On the Green*)

**Nashville Symphony Orchestra and Schermerhorn Symphony Center** 2011-2013  
**Social Media Strategist and Website Manager**

- Developed and delivered online communications strategy on 11 platforms increasing audience engagement to over 500 conversations per week. Success drew the attention of the New Yorker Magazine, American Way Magazine and the League of American Orchestras.

**Nashville Shakespeare Festival** 2007-2009  
**Executive Director/CEO**

- Grew \$158,000 annual budget to \$381,000 year budget while operating in the black during the recession. Founded the Winter Shakes programming at Belmont University. Produced 8 union-negotiated events in three years.

**BMI, Broadcast Music Inc.** 1998-2007  
**Senior Licensing Executive**

- Music licensing facilitator for Fortune 300 corporations and Top 100 Healthcare Systems in the United States. \$5 million of dollars secured for songwriters accrued each year.

### **EDUCATION**

Radio/TV, Communications & Marketing student Baylor University, Waco, TX 1982-1985

### **ACCOMPLISHMENTS**

Finalist for Nashville Technology Council's *Social Media Strategist of the Year* – 2012, 2013

Top Licensing Revenue Awards at BMI 1999-2007

Award Winning Prezi Design

Addy Award in Print Advertising | CashBox Magazine Promoter of the Year

eBook author of *Social Media for the Arts*

Digital author of *Real A to Real Q*, a songwriter/publisher forum

Co-author of *Stories that Need Telling: Saving the World Online a Nonprofit's Guide to Social Media*

### **COMMUNITY LEADERSHIP**

Candidate for Nashville Metro Council District 8 – 2010-2011 & 2014-2015

Amqui Station and Visitor's Center – Discover Madison, Board Member & Volunteer – 2014-Present

The Brooks Fund, Advisory Board Member – 2011-2013

LGBT Community Honors Award 2014

Tennessee Women's Theatre Project, Board Member – 2009-2010

Tennessee Equality Project Foundation, Board Member – 2008-2010

Nashville Film Festival, Board of Directors – 2006-2009