

Nicole Aguilar

Marketing | Brand | Design | English and Spanish

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EXPERIENCE

Urban Infraconstruction · Marketing Manager

Sept 2025 - Present

- Sole marketer for a heavy-civil contractor: brand, social, print, photography, and pitch materials.
- Designed the company's bilingual publication: matching English and Spanish layouts.
- Built the qualifications package and project profiles the CEO and CRO bring to client meetings.
- Tripled LinkedIn, Instagram, and Facebook engagement in a year, writing and designing every post.
- Started a field photography program with the crews, so every project has proposal-ready photos.
- Led the rollout of an updated brand identity across digital, print, and client-facing materials.

Elite Health · Front Office Manager

Jul 2024 - Sept 2025

- Ran a medical practice's front office: scheduling, patient communication, staff coordination.
- Designed the practice's email campaigns and local promotions; simplified patient intake.

Legacy Infrastructure Services · Marketing Administrator

Apr 2024 - Jul 2024

- Kept marketing materials current with active projects and produced leadership's project reports.

Nothing Bundt Cakes · Marketing & Community Outreach Coordinator

Oct 2023 - Apr 2024

- Planned local campaigns and community events; designed the in-store and social promotions.

Amazon · Student Marketing Ambassador

Aug 2023 - Jan 2024

- Top signups nationally among campus ambassadors, via campus events and digital campaigns.

SKILLS

Design	Canva Pro, Figma, CapCut, print and social layout, photography direction
Marketing	Brand identity, social media (LinkedIn, Instagram, Facebook), content calendars, copywriting, email campaigns, proposals and qualifications packages
Tools	Google Workspace, Microsoft Excel, CRM
Languages	English and Spanish, fluent

EDUCATION

Texas Woman's University · BBA in Marketing

2025

Dean's List, Academic Excellence recipient. Social Media Chair, American Marketing Association, 2023 to 2025. Worked on Breaking Barriers, the university's statewide billboard campaign.