

micah n. white

CONTACT

816-529-3850
ask@micahnicole.com
www.micahnicole.com

4634 Campbell Street
Kansas City, MO, 64110
USA

EDUCATION

MASS COMMUNICATIONS

University of Missouri - Kansas City
2014-2018

INNOVATION & ENTREPRENEURSHIP

University of Missouri - Kansas City
2016-2018

SKILLS + CAPABILITIES

Wordpress and web design
Photoshop
Teachable platform
Mailchimp
Mailerlite
Email automation
Social media
Blogging
Webinar set-up
Content creation
Sales funnels
Microsoft Office

SOCIAL MEDIA

Twitter/Instagram: @micahxnicole

PROFILE

Micah is a college student and entrepreneur with a love for design, strategy, tech, and all things within the digital space. She runs a personal website and blog where she empowers young girls to ditch the status quo and make themselves more marketable. She recently launched her online course teaching over 180+ girls how to identify and live through their personal brands.

White also has a virtual tech assistance boutique, Babe to Boss LLC, where she helps creative female infopreneurs learn stress free ways to implement strategy, tech, and design within their business through tips, FB lives, and branding + site design services.

EXPERIENCE

MARKETING INTERN

Blavity and 21 Ninety | June 2017 - Present (ends August 1st)

- help create online courses and products
- manage 21 Ninety IG platform
- create graphics for launches
- implement and creation of sales funnels

DIRECTOR OF FIRST IMPRESSIONS AND CONTENT CREATOR

Goal Getter Group | February 2017-Present

- design marketing collateral and graphics
- create sales funnels and email campaigns
- manage Instagram and Pinterest accounts
- content creation (IG, Pinterest, and blog posts)

CAREER CENTER SPECIALIST

Dress for Success | 2016 - Present

- help women create resumes and covers that stand out
- conduct mock interviews
- tech, marketing, and social media training
- set up LinkedIn Profiles for the women in the center
- dress women in outfits that fit their shape and builds confidence

WEB DESIGN ASSISTANT

University of Missouri - Kansas City | 2015 - Present

- update and maintain university's websites
- track traffic via Google Analytics
- create and send out marketing and event campaigns

SALES ASSOCIATE

Charlotte Russe | 2014 - 2015

- ran register
- came up with on-trend outfit ideas for the mannequins
- restocked and kept up with inventory
- helped dress and assist customers
- was offered a manager promotion but went off to college