



Nicole J Tongue

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Professional Experience:

FOUNDER / INVOKE MEDIA GROUP – Worcester, Massachusetts Nov 2012 to present

As owner of a digital marketing agency, I wear many hats while creating innovative ideas that invoke. My approach consists of three key ingredients: Challenge. Change. Growth. Whatever my clients toss my way, I always discover solutions. Project management, relationship cultivation, new business development, copywriting – I will cultivate the moral to their story.

MARKETING MGR / TALAMO LASER EYE CENTER – Waltham, MA Jan 2010 – Sep 2012

Another jack of all trades position. Primary responsibility was to foster the reputation of Talamo Laser Eye Center within the ophthalmic community and consumers throughout the greater Boston area. Through my development of effective online and offline marketing strategies, I achieved substantial growth for TLEC.

OWNER / BRONZE DOOR DAY SPA – Prince Frederick, MD Oct 2005 to Oct 2009

Developed a business plan, acquired necessary funding, and subsequently opened and operated a successful day spa in Calvert County, MD. Acquired a client base of 4694 lives throughout 4 years of operation, with a retention rate of 87%. Received award for New Business of the Year from the Calvert County Chamber of Commerce and Senator Barbara Mikulski.

REGIONAL MANAGER / LASIK, USA – Washington, DC Jan 2000 to Apr 2005

Liaison between Washington, DC and New Jersey based laser vision centers and the corporate offices located in Toronto, Canada. Favorably impacted center growth through aggressive patient recruitment programs, backed by effective online and offline marketing strategies.

LASER CTR MANAGER / Aris Vision Centers, Boston, MA Jan 1994 to Dec 1999

Played an integral role in the development of a state-of-the-art, customer-centric laser vision correction center. My efforts set the bar for standard operation procedures for quality customer care. Paved the road for the emergence of a 'boutique style' concierge service for patients requiring elective ophthalmic care.

Education:

REGIS COLLEGE / Bachelor of Arts, Political Science

Sep 1987 – May 1991

When working with my clients, I inform them that the best way to get their story heard is to make it both compelling and interesting. I basically help small businesses find their soul.

My Process:

I create believable brands. When I collaborate with my clients, I help them to both discover and develop their brand and identity, based on their core message.

In order to unleash content that converts, I genuinely get to know my client's stories. Authenticity is crucial for story-telling. That is why I ask the hard questions. I uncover as much feedback as I can, in order to ensure the story is shared and interpreted exactly as my clients intended.

My Portfolio:

<http://invoke-media.com>

Key Skills:

Story Telling



Lead Generation



Growth Strategies



Client Relations

