

# NIKKI TIPPETT

Performance-driven and dedicated business professional knowledgeable in marketing and advertising, business development, leadership, social media, community relations, and grassroots organizing.

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## EXPERIENCE

### **Executive Director/Assistant Director/Director of Membership Development Waterford Area Chamber of Commerce**

2018 - Present

Provide executive oversight for strategic, operational, and financial performance of the chamber by cultivating partnerships with membership, township departments, state and local government, the community at large, and the board of directors.

- Cultivate strong business relationships with members to increase overall experience, satisfaction, and retention rates.
- Generate \$230,000 in annual revenue on a consistent basis.
- Oversee day-to-day operations, including supervising committees for multiple annual events.
- Establish and administer annual budget with effective controls.
- Develop programs to attract new members increasing membership by 4.5%.
- Coordinate with Board of Directors in setting Chamber short and long-term goals.
- Review existing growth promotion programs and implement new events.
- Initiate social media campaigns and engagement to grow social media followers by 55%.
- Achieve an over 80% member retention rate.
- Partner with other area chambers to host regional events.
- Specialize in marketing plans, event planning, social media campaigns, public relations, and revenue growth.

### **Treasury Management Officer/Assistant Branch Manager Clarkston State Bank (currently Waterford Bank N.A.)**

2011-2018

Project manager for technology-driven banking services providing statistical analysis for all products and services utilized. Created marketing plans for new product releases to encourage customer usage. Managed third party vendor relationships along with public relations and marketing. Charged with courier logistics and planning for five routes to ensure efficiency in mileage and timing. Provided oversight of daily branch operations including staffing, training, coaching and cash balancing. Ensured compliance with all state and federal regulations and observed confidentiality of customer information.

### **Substitute Teacher**

#### **Waterford School District/Clarkston Community Schools/Utica Community Schools**

2006-2011

Analyzed and quality checked student work in compliance with State of Michigan standards and regulations. Motivated and engaged students to learn new skills through creative formal presentations and job aids. Created strict daily schedules to attain weekly and monthly goals. Cooperated with specialists and other teachers to develop educational programs.

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## COMMUNITY INVOLVEMENT

### President of the Board of Directors

#### On A Dragonfly's Wings

2021 – Present

**Mission:** To provide community support while engaging in suicide prevention through investment in mental health advocacy and youth programs.

- Preside over all meetings of the Board of Directors utilizing Roberts Rules of Order.
- Lead and cooperate with the board as a whole to complete strategic planning, budgeting, and ensure the organization is following its mission.
- Assist in planning and executing fundraising events and activities leading to a \$55,000 net revenue in 2 years.
- Ensure all proper paperwork is complete and filed with the correct entities for fundraising.
- Represent the organization at various community events and meetings.

### Steering Committee Member & Chairperson

#### Fueling Kids' Futures of Waterford (formerly Waterford Blessings in a Backpack)

2016 – Present

**Mission:** FKF/BIAB mobilizes communities, individuals, and resources to provide food on the weekends for school-ages children across America who might otherwise go hungry.

- Managing volunteer groups for monthly food deliveries and weekly food packing.
- Coordinated inventory for food ordering and deliveries.
- Secured local business partnerships to coordinate shipping food to schools for packing.
- Worked as a team in fundraising to expand the program to two new school buildings.

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## EDUCATION

Bachelor of Arts in English, Minor in History  
Oakland University

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## SKILLS

### Technical

- Microsoft Office Suite
- Intuit QuickBooks
- Adobe Creative Cloud
- Canva

### Professional

- Public Speaking
- Customer Relationship Management Software
- Exceptional Oral and Written Communications
- Social Media Marketing
- Community Involvement