

# Nicholas Wetta

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## WORK EXPERIENCE

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### Volunteer Marketing Coordinator

Hillside Christian Church (Theatre) - Wichita, KS

June 2025 - Present

- Developed and maintained a comprehensive marketing strategy, communicating it clearly across stakeholders to ensure full team alignment on campaign timelines and deliverables.
- Managed end-to-end campaign operations, establishing and documenting processes and maintaining organized creative assets to support cross-training and operational continuity.
- Coordinated with multiple internal stakeholders on concurrent deliverables, resolving issues within defined timelines consistent with SLA-driven environments.

### Deposit Quality Analyst

Intrust Bank - Wichita, KS

February 2025 - Present

- Audited and reconciled deposit account documentation against internal system records to verify accuracy, identifying and resolving discrepancies before they became compliance or customer-facing issues.
- Investigated and resolved data errors and mismatches between internal documentation and system records, applying strong attention to detail to catch issues that would otherwise compound downstream.
- Conducted daily, weekly, and monthly exception reporting and reconciliation processes across large volumes of account data, flagging discrepancies and driving root-cause resolution.
- Served as an escalation point for complex account and documentation inquiries, coordinating with internal stakeholders and teams to reach timely, collaborative resolutions.
- Managed multiple concurrent audit queues, special projects, and deadline-driven tasks in a fast-paced environment while maintaining a high standard of accuracy.
- Applied strong analytical and problem-solving skills to reconcile complex, multi-source data (account records, tax reporting, legal documentation) and ensure fidelity across systems.

### Fulfillment Expert

Target - Wichita, KS

July 2024 - February 2025

- Coordinated team workflows to ensure fulfillment timelines were met for both ship-to-home and in-store pickup orders, managing shifting priorities in a high-volume environment.
- Directed team members across concurrent workstreams, ensuring resources were allocated to meet competing deadlines without sacrificing accuracy

### Office Secretary

Friends University - Wichita, KS

August 2022 - August 2024

- Provided direct administrative support to department heads, managing calendars, scheduling meetings, coordinating internal logistics, and serving as a liaison to prospective students and their families.
- Developed and maintained systems for document management and filing, ensuring department heads could focus on strategic priorities rather than operational details.
- Planned and executed large-scale cultivation events such as 'Scholarship Days,' coordinating logistics, contact lists, and day-of operations to maximize both prospective and current student engagement.
- Drafted correspondence and prepared meeting materials, follow-up notes, and action items on behalf of senior staff ensuring next steps were clearly tracked and executed.

- Coordinated across departments to ensure seamless communication and that project timelines stayed on track.

### **Crew Leader**

Sonic Drive-in - Wichita, KS

July 2018 - July 2021

- Trained and mentored team members in time management and operational best practices, fostering a culture of accountability and quality.
- Monitored team performance and proactively addressed concerns to maintain service standards during high-volume periods.

## **CERTIFICATIONS**

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### **Digital Marketing Certification**

Hubspot

April 2026 - May 2028

- Versed in digital strategy, lead generation, social media marketing, and conversion optimization.

### **Email Marketing Certification**

HubSpot

April 2026 - May 2028

- Trained in ESP workflows, campaign strategy, and email marketing best practices.

### **Google Analytics Certification**

Google

April 2026 - Present

- Training for GA4 and its various tools and functions.

## **EDUCATION**

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### **Masters of Business Administration, Marketing**

Emporia State University

### **BA Musical Theatre, Dance Minor**

Friends University

## **SKILLS**

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- ESPs & Email Tools: HubSpot (certified), Salesforce Marketing Cloud (familiar); awareness of MailChimp, Klaviyo, SendGrid, and ClickDimensions
- Email Disciplines: Campaign setup, scheduling & deployment, list segmentation, triggered & recurring campaigns, pre-deployment Q/A, mobile optimization, rendering testing, dynamic content
- Analytics & Reporting: Google Analytics (GA4), HubSpot reporting, KPI tracking, campaign performance analysis
- Adjacent Channels: Social media content creation and coordination, cross-channel campaign alignment; foundational awareness of SEO and paid media roles in email strategy
- Productivity & Collaboration: Salesforce (CRM), Microsoft Office Suite, Canva, GSuite
- Core Competencies: Email calendar management, stakeholder communication, strategy development, client communication, independent execution, team collaboration