

Hi, I'm Nicolette

Marketing & Communications, New York



MY ROLE AT GUY CARPENTER

As a Digital Marketing Specialist at Guy Carpenter, I assist with executing all multi-channel marketing campaigns to support the larger Guy Carpenter business strategy. I act as an internal consultant for business teams -- proposing, developing and implementing digital solutions to drive sales, increase brand awareness and support other business critical goals.

WHY I CHOSE A CAREER IN (RE)INSURANCE

As a marketing professional, I fell into the reinsurance industry unintentionally, but have been amazed by the work our colleagues execute on a day-to-day basis. I've now been at Guy Carpenter for over a year and have learned so much about the industry and feel very fortunate to be able to work for an organization that makes a significant impact.

WHAT HAS SURPRISED ME THE MOST

The fast-paced and ever-changing nature of the industry is an element that has surprised me the most. It is great to work in a role where I am constantly being challenged and introduced to new processes, ideas and concepts everyday.

#CareerTrifecta, #InsuranceCareersMonth

MY BACKGROUND

I graduated from Fordham University with a BA in Communications and Media Studies, and a minor in Marketing. After college, I spent a year working at the Associated Press in the digital marketing space. I started my career at Guy Carpenter in 2017, and I look forward to expanding my role and responsibilities in the years to come.