

NICHOLAS ABAD

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OBJECTIVE

Motivated and results-oriented Creative Strategist seeking to leverage extensive experience in digital marketing, content creation, social media management, and strategic planning to drive impactful campaigns and enhance brand visibility in a dynamic environment.

SUMMARY OF QUALIFICATIONS

- Proficient at executing campaigns, fostering audience engagement, and developing cohesive branding strategies.
- Strong background in strategic planning, team leadership, and optimizing media workflows.
- Dedicated commitment to delivering measurable business outcomes.

Technical Skills: Microsoft 365 (Outlook, Teams, Word, PowerPoint, Excel), Adobe Creative Suite (Illustrator, InDesign, Photoshop and Premiere Pro), Social Media Platforms (Facebook, Instagram, X, TikTok, YouTube, Snapchat), Canva, Bilingual (Native proficiency in both English and Spanish.)

Certifications: Strategic Planning, Miami Ad School, March 2023

EDUCATION

Florida International University, Miami March 2023
Master of Science in Mass Communications, Strategy

Lynn University, Boca Raton March 2019
Bachelor of Arts in Advertising, Public Relations, & Social Media
Minors: Videography, Photography, Digital Art & Design

EXPERIENCE

Community Operations and Media Manager September 2019 – Present
The Siege Supporters Club, Miami/Fort Lauderdale Area

- Managed and expanded social media platforms for the official Inter Miami Supporter Group, leading to an increase in follower engagement and improved community management.
- Streamlined merchandise and ticket sales, boosting efficiency and negotiating favorable deals to maximize value for supporters.
- Facilitated growth in membership acquisition through targeted marketing campaigns and enhanced digital presence.
- Represented the Supporter Group in strategic negotiations with Inter Miami CF, establishing key partnerships and collaborative initiatives.

PreMedia Designer March 2023 – January 2024
Calev Systems, Miami

- Launched a high-impact email marketing campaign, resulting in an increase in user engagement.
- Optimized PreMedia workflows, improving project turnaround times through systematic organization and data analysis.
- Developed cohesive branding strategies for pitch decks and documents, reinforcing consistent messaging across all materials.

Strategy Intern*JOAN Creative, New York City*

January 2022 – September 2024

- Contributed to the development of an award-winning campaign by conducting in-depth competitive analysis and presenting actionable insights.
- Assisted in client briefings and social media monitoring, compiling detailed weekly reports on engagement metrics and audience sentiment.

Marketing Operations Executive*World Air Logistics, LLC, Miami*

August 2020 – December 2022

- Led over 16 marketing campaigns, achieving performance criteria and reporting key results directly to the CEO.
- Managed a team of 10 in executing marketing strategies and integrating new marketing technologies, resulting in an improvement in workflow efficiency.
- Monitored industry trends and recommended innovative strategies, maintaining a competitive edge in the logistics sector through data analysis and key performance indicators (KPIs).

Brand Consultant*AeroThrust Holdings, LLC, Miami*

December 2019 – July 2020

- Played a pivotal role in rebranding the company post-merger, ensuring a cohesive brand identity across all subsidiaries under the iAero Group.

Marketing Coordinator*Miami Club Rum, Miami*

April 2019 – December 2019

- Created engaging social media content, growing the brand's followers by over 1,000 within six months.
- Coordinated daily social media activities with external marketing agencies to enhance brand visibility and manage community engagement.