
NICOLE CONLAN

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nicoleconlan.com

Experience

Head of Social, Above Average and The Kicker; New York, NY — Present

- Managed a team of 6 people working for 2 websites
- Developed and pitched 6 series
- Coordinated release strategy for videos including cross-platform social integration

Facebook Video Producer, SB Nation; New York, NY — 2015-2016

- Doubled median views on Facebook videos and tripled video output
- Identified important news stories and turned them into videos
- Developed Facebook Live video strategy and original series

Joke Writer, Funny or Die News Flash; New York, NY — 2016

- Wrote monologue-style jokes based on headlines for News Flash app

Freelance Writer, A Prairie Home Companion; New York, NY — 2016

- Wrote 3 scripts to be aired on APHC this year

Video Project Manager, Gawker Media; New York NY — 2015-2016

- Launched Jalopnik's YouTube channel, garnering 100,000 subscribers in 6 months
- Produced 6 original series with over 60 videos
- Scripted, shot, and edited Jalopnik's most successful video (4 million views), which aired on *The Late Show with Stephen Colbert*

Associate Producer, Sports Illustrated; New York, NY — 2014-2015

- Produced and wrote 3 original video series
- Assigned, wrote, and edited news stories and features
- Increased Extra Mustard social media followers by 200% in the first 3 months
- Pitched and wrote branded content in response to RFPs

Sketch Writer, UCB Theatre Chelsea; New York, NY — 2014-2016

- Pitched and wrote sketches for a monthly show at the UCB Theatre
- Contributed as part of a writers room
- Produced live sketch show and coordinated filming

Education

New York University — BA, 2012

UCB Comedy - Advanced Improv and Sketch training

Skills

Video production. Comedy writing. On-camera talent. Website editing. Adobe Creative Suite (including Photoshop and Premiere). Analytics (Facebook Insights, Google Analytics, Chartbeat, Omniture).
