

Nicholas Stalford

CREATIVE MARKETING SPECIALIST

EDUCATION

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| Emerson College
Undergraduate Student
Graduated 12/15 | • Degree: Bachelor of Science
• Major: Marketing Communications
• Minor: Entrepreneurial Studies | • GPA: 3.89/4.0
• Gold Key Honor Society Member
• Capstone Project: 1 st Place Team |
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EXPERIENCE

Self-Employed Freelance Marketer 2/16–Present	Freelancing as a creative marketing specialist, providing graphic design, web design, photography, and writing services to various clients using the Adobe Creative Suite, Squarespace, and Shopify. Examples of past work include an e-commerce site, and a marketing campaign with a full page print ad in USA Today, banner ads, and a website.
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Allston Pudding Photographer/Writer 11/16–Present	Contributing to the online music publication by covering live concert performances via DSLR photography and written reviews. Raw images are edited using Adobe Photoshop and Adobe Lightroom, and reviews are published through Wordpress.
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C1 Consulting Marketing Coordinator 6/16–2/17	Established company branding through the creation of a brand style guide. Designed and updated marketing collateral including flyers, infographics, newsletters, and slide decks. Managed and monitored company social media platforms using Hootsuite and Trello to develop a content calendar and draft/post content. Restructured the company Intranet site layout and incorporated a 100+ custom-branded icon library. Assisted in updating both the company website and recruiting messaging platform.
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HeartWare Marketing & Design Intern 6/15–9/15	Designed and updated marketing collateral such as posters, booklets, invitations, and slide decks. Collaborated in the redesign of the company website, creating wire frames and reorganizing the meta-navigation and page layout. Edited photographs to be used in presentations, marketing collateral, and on the company website.
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Universal Music Group Marketing Representative 9/14–5/15	Promoted artists, record labels, and shows through guerrilla marketing tactics and social media engagement. Distributed promotional items at events and other target market appropriate locations.
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Blue Bumble Creative Marketing Intern 5/13–9/13	Drafted marketing strategies, provided market research, and copyedited marketing collateral for various clients. Sourced, quoted, and placed promotional item orders from vendors. Managed and monitored company social media platforms.
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EXPERTISE

