

# Nicholas DiRamio

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Hollywood, CA 90028

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Dynamic digital marketing professional with demonstrated experience crafting engaging web content that builds online community and drives revenue.

## Professional Experience

### **Digital Content Producer & Social Media Manager, April 2017 to December 2017**

**Youngblood Mineral Cosmetics**, Simi Valley, CA – International makeup brand

- Produced and distributed weekly documentary-style video content for a total of 160.6k views, driving 200% more inbound traffic to e-commerce sites.
- Expanded organic reach by 10x across all major social media platforms through content production and management.
- Generated 300% more revenue for newly launched product line through the creation of digital marketing support for independent retailers.
- Oversaw the design of Magento 2 powered e-commerce website with product-specific video content for 50% increase in conversions.

### **Social Media Manager, January 2016 to April 2017**

**Nick Chavez Beverly Hills**, Beverly Hills, CA – Luxury Hair Care brand of celebrity stylist and QVC personality.

- Led all social media and web strategy, creating and managing content for publication.
- Accelerated e-commerce revenue by 20% in 12 months by programming website to include user-generated content, and orchestrating social-based marketing campaigns.
- Delivered a 92% quarterly increase in first-time customers by coordinating and producing daily content (including multi-camera Facebook Live events) to expand brand awareness.
- Improved total organic social audience (likes, followers, subscribers) by more than 25% in each major platform over a period of 12 months.

### **Customer Care Expert, February 2014 to June 2015**

**Yves Saint Laurent Beauty**, New York, NY – Cosmetic, skincare and fragrance division of the Parisian fashion design house.

- Provided customer education and support both in-person and through social media.
- Increased inbound site traffic by 80% by activating online beauty community, distributing samples to bloggers and designing artwork to promote new products.
- Successfully refined marketing strategies to maximize campaign results as industry trends dictated, demonstrating nimbleness in a competitive and rapidly changing industry.

**Freelance Social Media Manager / Creative Director January 2011 to January 2014**  
**Sally Hershberger Hair Care / The Pencil Promise / Student Maximus Magazine**, New York, NY

- Created written and visual content for student-focused magazine, doubling paid subscriptions (print and digital) over 3 months.
- Launched successful Sponsored Content Program, opening entirely new revenue streams from companies purchasing paid video reviews and social media endorsements.
- Devised and executed rebranding efforts through the creation of style guides, website redesign, and maintenance of Facebook, Twitter, Instagram, and YouTube platforms.
- Authored e-book, *On Branding: Best Practices for Social Media Marketing*.

## Education

**New York University Tisch School of the Arts**, New York, NY  
*Bachelor of Arts in Film and Television, May 2013*

## Additional Skills

- Expert, Adobe Creative Suite (Photoshop, Illustrator, Premiere)
- Expert, Final Cut Pro
- Video Production (Lighting, Camera, Sound, Editing, Motion Graphics)
- Product and Lifestyle Photography
- Certified Makeup Artist
- Web Design
- E-Commerce Platforms (Amazon, Shopify, BigCommerce)
- Search Engine Optimization