

NIK STEPHNEY

DIGITAL PRODUCER
& MARKETING PRO

CONTACT

(832) 515-9518

HELLO@NIKSTEPHNEY.COM

WWW.NIKSTEPHNEY.COM

BRANDS I'VE WORKED WITH

- ESSENCE MAGAZINE
- BLACKTECH WEEK
- MICROSOFT
- IHEART RADIO
- SONY PICTURES
- HOUSTON DYNAMO
- URBAN LEAGUE
- FOX
- ADOBE
- ENVATO
- NASA
- VIMEO
- GE

SKILLS

- SEO and Google Analytics
- Social media strategy
- Digital marketing
- Web content development
- Event production
- Project management
- Web design
- Photo & video editing
- Market research
- Pop culture historian
- Will sing at karaoke

RECENT EXPERIENCE

DIGITAL PRODUCER

2018 ESSENCE FESTIVAL

- Conceptualized and launched BlackTech Weekend NOLA in partnership with Essence, Microsoft, Vimeo and more
- Handled all marketing and web development for tech event, attended by 1000+ people, as a leading member of the host committee

COMMUNITY MANAGER, THE LAST SIP

FREE SPEECH TV | SEASON ONE

- Created a digital media campaign that led to over 250,000 organic views of a new history-making TV show
- Worked with show guests to organize digital events with leading brands like Amnesty International, Color of Change, PolicyLink, and The Council on Foreign Relations

MARKETING ASSOCIATE

TURBOSQUID | AUGUST 2016 - PRESENT

- Managed social presence for 5 international brands with a total of 12 accounts and a reach of over 2 million
- Created and managed social campaigns that delivered the most social revenue in the history of the company
- Researched user behavior data to suggest web and product changes; regularly research and present useful competitor and industry data

SOCIAL MEDIA PRODUCER

KUBE TV | JANUARY 2016 - OCTOBER 2016

- Researched raw social media and TV data to create multimedia strategies for offices in Houston and Los Angeles
- Created written and visual content such as graphics and videos for web, social media and on-air
- Attended, hosted and planned events as the voice of the station

EDUCATION & CERTIFICATIONS

APPLIED PROJECT MANAGEMENT

UNIVERSITY OF CALIFORNIA, IRVINE | 2018

HUBSPOT

CONTENT MARKETING
2017

HUBSPOT

EMAIL MARKETING
2017