

Nicholas Melanson

Able – Dependable – Persistent

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SKILLS

Social Media Marketing
Campaign Creation & Execution
User Research
Website Management
SEO Optimization
Writing & Editing
Multimedia Production
Branding
Email Marketing
Podcasting & Radio Experience

SOFTWARES

Adobe Suite
Microsoft Suite
WordPress
Joomla
MorWeb
Canva
Zoom
MailChimp
Hootsuite

Experience

DIGITAL AND SOCIAL MEDIA COORDINATOR

Human Services Management Corporation, Milford, MA / May 2022 - Present

- Manage nearly 30 social media profiles for multiple clients
- Manage and maintain public facing websites & intranets
- Manage Glassdoor & Indeed accounts for multiple clients
- Plan, research, write, edit, and create social media posts
- Create, plan, and execute digital marketing campaigns
- Track analytics across all social outlets for multiple clients
- Lead monthly meetings with client executives
- Manage reputation management across various platforms
- Member of the Employee Engagement Committee (EEC)
- Recipient of the 2023 Rising Star Award

DIGITAL CONTENT DEVELOPER

Intern at Banyan Tree Global, Boston, MA / June 2021 – August 2021

- Collaborated with global companies for XPrize comp. video
- Created promo videos for 12 Hay Hill with Atlantic Society
- Wrote scripts, interviewed guests, edited audio/video
- Worked independently & alongside superiors

SOCIAL MEDIA AND MARKETING MANAGER

Intern at WHEELHOUSE Center for Health and Wellbeing, Fairfield, CT / Aug 2020 – Jan 2021

- Ran multiple social media accounts & email campaign
- Scheduled content, researched ways to promote media
- Coordinated publishing content with others
- Worked independently & collaborated with team
- Resource for incoming interns

EDUCATION

QUINNIPIAC UNIVERSITY *Hamden, CT ('21/'22)*

M.S. Interactive Media and Communications ('22)

B.A. Communications and Media Studies ('21)

Minor in Sports Studies ('21)

Graduated Cum Laude ('21)

Graduated Summa Cum Laude ('22)