

NIC CONROY

(906) 362-6511
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PROFILE

- Digital marketer and graphic designer with 4+ years of experience creating and implementing social media strategies.
- Excellent communication and public relations skills through advertising, public speaking and sales.
- Eager to connect with audiences, seeking to help businesses increase ROI through effective social media management.

SKILLS

- Social Media Strategy
- Graphic Design
- Web Content Development
- Website Design
- Copywriting
- Photography
- Video Production

ACADEMIC QUALIFICATIONS

Bachelor of Science

Social Media Design Management

Northern Michigan University, 2022

- GPA 3.8
- Copy Editor, North Wind Student Newspaper

EXPERIENCE

Marketing Associate for Great Lakes Recovery Centers

May 2022 - current

- Communicated the company's person-based mission and values across social networking channels and in-person marketing events.
- Used Adobe Creative Cloud to create compelling graphic designs and edit photos for digital and printed marketing materials.
- Redesigned and reformatted company website to be more cohesive, modern and visually appealing.

Graphic Design and Social Media Assistant for NMU Alumni Association

January 2021 - May 2022

- Co-managed 3 social media platforms, including Facebook, to create content, schedule posts and track performance metrics.
- Engaged with the community on social media and on campus to increase awareness of student success stories, inspiring new audiences.
- Produced monthly alumni e-newsletter.

Social Media Manager for NMU School of Art and Design

February 2020 - May 2022

- Managed university accounts to market the School of Art and Design to drive enrollment.
- Designed graphics and took photos to promote students' work for networking opportunities.
- Communicated with university entities and the student body to highlight events and relevant local art and design news.