

NICHOLAS DAMREN

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SUMMARY

- An adaptable, ambitious professional seeking a position within a digital marketing company to work on search engine optimization (SEO), paid search and other marketing projects.
- My work experience as a marketing coordinator and account coordinator provide unique insight on both sides of creative project management.

EXPERIENCE

Account Coordinator, APS Group

May 2019 - May 2020 (Was put on furlough to November 2020 due to pandemic)

Boston, MA

- Partnered with clients producing print and creative work
- Assessed stakeholder needs and ensured deliverables met objectives and expectations of quality
- Priced print projects with vendors and negotiated cost

Marketing and Registration Coordinator, Town of Amherst | Leisure Services Dept.

Nov. 2017 – April 2019

Amherst, MA

- Updated website features and content; managed web presence and social media
- Produced promotional materials; email campaigns, social media ads, banners, bus ads, catalogs, flyers
- Provided customer service, handled registrations, supervised front desk operations and part-time staff

Advertising Production Manager, Daily Collegian Newspaper | UMass Amherst

Feb. 2013 – May 2016

Amherst, MA

- Communicated with advertising representatives to satisfy local businesses' ad placement orders
- Created graphic layouts and formatting of advertisements to effectively use available paid space

ADDITIONAL SKILLS & KNOWLEDGE

Adobe Creative Suite - *InDesign, Photoshop, Illustrator* | MS Office Suite - *Word, Excel, Powerpoint*
Wordpress | SEO | Keyword Research | FB Ad Manager | Mailchimp | Hubspot | SEMrush | Adwords

EDUCATION

University of Massachusetts Amherst | Isenberg School of Management, *Graduated May 2016*

BBA Finance, Financial Analyst Track

Minor in Information Technology

University of California Davis Ext. | Coursera, *Completed February 2021*

Search Engine Optimization (SEO) Specialization