



DIGITAL MARKETING SPECIALIST

# NICOLAS PLAJA

## PERSONAL INFORMATION

An experienced freelancer having worked on various brands through freelancing as well as working within an organization. The diversity of my brand and category experience has allowed me to develop competencies, ranging from integrated marketing communication to digital marketing strategy and implementation. Coupled with the skills I have acquired during my MBA program; I would love a role within an organization where I can use my experience and skills to drive sustainable growth on leading brands.

---

### GET IN CONTACT:

Mobile: 647-0628-8132

Email: [nickplaja@gmail.com](mailto:nickplaja@gmail.com)

Address: 114 Manhattan Avenue New York, NY 11206

Portfolio:  
<https://growthmediamarketing.myportfolio.com>

---

### AREAS OF EXPERTISE

- Conducting research
- SEO/ Keyword/ Boolean proficiency
- Email marketing (Mailchimp)
- Social media platforms (Facebook, LinkedIn, Instagram, Twitter, Google+)
- Copywriting, Content creation
- Marketing Tools (adobe, Photoshop, Canva,

---

### OTHER SKILLS

- Lead Generation
- Cold-calling
- Maintain open communication with team.
- members and ensure everyone is in-the-know.
- Establish clear responsibilities and expectations for all members of the group.
- Content development (Hootsuite, Sprout)
- Marketing strategy
- Company branding

---

### WORK EXPERIENCE

#### DIGITAL MARKETING SPECIALIST

**Growth Media (Freelance) – January 2020– Present**

- Implement social media strategies for multiple companies that build brand awareness,
- Generate inbound traffic and product adoption.
- Schedule and run daily meetings with prospects
- Lead generation: reaching out and following up with new leads to gain new clients
- Creation of content which meets our customer standards
- Develop and deliver search engine optimization through copywriting.
- Stay current with social media trends and best practices.
- Research opportunities for new social marketing platforms and select adapt the current
- Processes to fit client needs.
- Review and approve the content on a daily basis.
- Creating and managing monthly promotions

#### SOCIAL MEDIA MARKETING COORDINATOR

**Caps'n Plugs – June 2017– December 2019**

- Managed relationships with high-profile clients and translated marketing and social media needs into results-driven strategies.
- Tracking and analyzing social media and online marketing initiatives.
- Improving page content, keyword relevancy, and branding to achieve search engine optimization goals.
- Tracking innovations in social media and worked with key functional groups to adopt emerging technology.

---

### EDUCATION HISTORY

#### NYACK COLLEGE (NY)

MASTERS DEGREE IN BUSINESS ADMINISTRATION (DEC-2020)

- Marketing Concentration

#### NYACK COLLEGE (NY)

BACHELOR DEGREE IN BUSINESS ADMINISTRATION (MAY-2019)

- Vice President, Business club
- Member, International Student Networking Society (ISNS)
- Member, Soccer team

**\*References available upon request\***