

NICO AMATULLO

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Excellent relationship builder with a strong passion for content creation, media coordination, social media, research, and communication. Curious and flexible individual, committed to meeting high standards and deadlines in fast paced media environments. Thrives in collaborative & creative work settings with strong online media and social channels knowledge.

MEDIA EXPERIENCE

Freelance Photographer

New York, NY

Certified from Parsons School of Design with 5+ Years of Experience

April 2023–Present

- Captured high-quality photographs at a diverse range of events, including concerts and marathons, adapting to various photography styles and client preferences, resulting in personalized and customized photo collections.
- Collaborated closely with clients to understand their vision and specific photography needs, ensuring a comfortable and collaborative photography environment and meeting their expectations.
- Proficiently edited and retouched photos using Adobe Creative Suite, enhancing visual quality, color balance, and overall impact to deliver polished and professional images.
- Consistently met tight deadlines, maintained organized file management, and provided exceptional event photography services, leading to positive referrals and repeat business.

Tapestry

New York, NY

Sample Coordinator

November 2023–December 2023

- Managed and coordinated the efficient sorting, tagging, and organizing of products for internal sample sale, ensuring structured displays and demonstrating leadership of several teams.
- Interacted and collaborated with corporate employees at all levels, maintained a positive work environment, and showcased innovative thinking that resulted in a 2x fold increase in transactions and deliverables in a timely matter.

Stellar Works

New York, NY

Digital Content Associate

July 2022–September 2022

- Collaborated with the U.S. Wholesale Director to oversee digital management of product and stock reports for the U.S. shop, ensuring campaign cohesiveness and effectiveness.
- Conducted inventory management of swatches and product items, utilizing Adobe Creative Suite for creative development and optimization techniques.

Retule

New York, NY

Digital Marketing Specialist

September 2021–February 2022

- Spearheaded the marketing and strategic development of advertising campaigns for multiple performance-focused B2B technology partnerships.
- Successfully managed and executed email outreach campaigns, facilitating effective communication through platforms such as Constant Contact.
- Collaborated closely with cross-functional teams to analyze campaign performance data, identify areas for optimization, and implement strategic improvements, resulting in enhanced campaign effectiveness and ROI.

City Thrift Opera Shop

New York, NY

Associate

June 2018–February 2022

- Distinguished as a dependable and experienced Customer Service Associate known for providing high-touch sales experiences. Demonstrated a deep understanding of products and the CTO's mission, coupled with exceptional negotiation skills, resulting in consistently high customer service ratings.
- Proactively promoted and organized special monthly events, collaborating effectively within a team to showcase and incentivize inventory. Recognized for resourcefulness and innovative sales approaches.

- Took the lead in designing and implementing outreach strategies, leveraging social media channels to enhance the promotion and organization of special monthly events. Increased community engagement and shop visibility through targeted online efforts.
- Displayed resourcefulness as a team player, actively involved in shaping new strategies to optimize inventory management and implement innovative sales techniques for improved operational efficiency.

The New School, *Continuing and Professional Education*

New York, NY

Media Specialist

September 2019–May 2021

- Mentored faculty members to enhance online curriculum design and delivery through the effective utilization of multimedia platforms across degree and non-degree courses throughout the university.
- Partnered closely with the Instructional Design team to enhance video content quality, undertaking tasks such as video editing, voice-over work, and closed captioning for video lectures. Additionally, conducted interviews with Parsons degree students to create promotional videos that showcased the online course learning experience.
- Delivered instruction on the Canvas administrative system to university staff and efficiently coordinated backend requests for classes.
- Provided valuable support to faculty, staff, and students, facilitating both asynchronous and synchronous learning methods, including proficiency in Zoom and Canvas. Possessed strong video production and editing skills.

ADVERTISING EXPERIENCE

U.S. News & World Report

New York, NY

Sales Planner

October 2022–April 2023

- Managed pre-sale responsibilities for Requests for Proposals (RFPs) with budgets ranging from \$10K to \$1MM across diverse verticals, including Education, Travel, Money, Health, and Hospitals for U.S. News.
- Collaborated effectively with internal departments, including Ad Ops, Account Management, and Branded Content/BrandFuse, to streamline campaign executions.
- Assisted in identifying incremental opportunities to support partners in achieving their Key Performance Indicators (KPIs).
- Extracted and provided site traffic and audience data to Account Executives to enhance client pitches and proposals.

Vizio

New York, NY

Media Coordinator, East Coast Territories

February 2022–July 2022

- Effectively oversaw the entire lifecycle of sales planning, campaign launches, execution, and post-sales activities, consistently delivering outstanding Key Performance Indicator (KPI) results.
- Provided comprehensive support to the Vizio Ads team throughout the sales process, including client launches and billing procedures, taking individual ownership of media campaigns across various sales verticals.
- Collaborated closely with Account Managers to coordinate and execute media campaigns, taking charge of campaign setup, optimization, and end-of-campaign reporting.
- Played a pivotal role in enhancing client satisfaction, resulting in account renewals and business growth.

EDUCATION

The New School

New York, NY

Master of Science in Media Management

May 2021

Pace University

New York, NY

Bachelor of Fine Arts in Acting for Film, Television, Commercials, & Voice Overs | Minor in Digital Media

May 2019

SKILLS

- Social Media, Advertising, Marketing, Development, Content Creation, 3rd Party app reporting & Analytics, Production & Campaign Management, Microsoft Office, Adobe Creative Suite