

Nicholas John Brooks

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EXECUTIVE SUMMARY

Nick has a broad range of experience in Digital Marketing /Content Creation, including Writing, Directing, Editing Video Content, managing Email Campaigns, and SEO/Website Development. He combines Data Analytics with cultural insights to deliver impressive marketing strategies. Recently graduated, he is eager to be a impactful partner to a company's marketing team.

EDUCATION

University of Central Florida, Orlando, FL

December 2023

Bachelor of Science in Business Administration, Integrated Business (Major)

Minor in Communications and Media, Digital Media

PROFESSIONAL EXPERIENCE

Second Eclipse – Orlando, FL

Feb 2023 – Currently Employed

Link Builder

- Helping websites Google ranking through sharing content that can create backlinks to the firm's website. Our company specializes in working with various Law Firms nationwide.
- Analyzing competitor link profiles to identify link-building opportunities and develop strategies to outperform competitors in search engine rankings.
- Utilizing SEO tools such as Buzzstream and Ahrefs to monitor link-building campaign performance, track backlink quality, and adjust strategies accordingly.

Hajoca – Orlando, FL

January 2024 – June 2024

Management Development Trainee

- Mentored under Profit Center Manager to learn the operations of managing a multi-million dollar inventory, operating distribution warehouse and overlooking and motivating the sales office.
- Worked throughout different job roles to understand the ins and outs of company operation from Warehouse Operations management to Customer Service management. (3 year Program)
- Developed a deep knowledge of Pool, Plumbing and Septic product knowledge.
- Assist with recruitment of new employees and vendors at job fairs and networking events.

Lee County Inspection Services – Cape Coral, FL

January 2019 – January 2024

Office and Operations Management, Digital Marketing Specialist

- Communicating with customers, advising and finalizing the sale of Inspection services and managing an efficient scheduling operation.
- Creating Graphics and Video content to develop Branding and Managing Social Media such as Facebook, Instagram and LinkedIn.
- Managing CRM financial data entry between Quickbooks and Spectora.

LEADERSHIP EXPERIENCE

Ethereal Collective, Preseident/CEO

Fall 2021 – Present

- Creator/Operator of a modern artist collective specializing in pushing the boundaries of sound technicality through digital experimentation. Roles range from Artist Management to Event Planning.
- Hosted, Organized and planned events for hundreds of people in the Orlando area.
- Managed tour logistics for artists traveling around the country.

ADDITIONAL INFORMATION

Computer Skills: Microsoft Office (Word, Excel, Outlook, Powerpoint) , Adobe Suite (Premiere/After Effects/Photoshop/XD) ,Open-AI products (Chat GPT, DALL-E), Quickbooks, Ableton Live, Logic, Spectora

Certifications: Adobe Photoshop and Premiere, UX Foundations, Persuasive selling