



NICK MCGLYNN

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A dedicated and technically skilled professional with a versatile creative skill set developed through experience as a Social Media Specialist, Content Producer and Designer.

SKILLS

Excel, HTML, In Design, Dreamweaver. Facebook, Final Cut Pro, Illustrator, Key Note, Mac Expert, Microsoft Outlook, Pages, PhotoShop, PowerPoint, Publisher, Tumblr, Twitter, Word, Wordpress, Proficient on both Mac and PC platforms.

EXPERIENCE

PepsiCo

Social Media Coordinator

Purchase, NY
2011-Present

- Manage and develop contests for sponsored giveaways.
- Live tweeting of onsite brand sponsorships.
- Creating Buddy Media Sapplets for Facebook Page.
- Design, create and update Tumblr page.
- Position content to generate awareness and excitement.
- Capture photo and video content onsite for Tumblr and social platforms.

Gawker Media

Associate Producer / Video Editor

New York, NY
2007-2008

- Sourced and edited relevant video content for viral distribution on the site.
- Edited promotional reels for the entire blog network.
- Developed weekly video content editorial calendars.
- Assistant producer and editor of original video content.
- Managed extensive online video library.
- Designed and managed video intern program.
- Recruited, supervised and trained new employees.

RandomNightOut.com

Blogger/Community Manager

New York, NY
2006-Present

- Development of monthly editorial calendars and strategies.
- Responsible for copywriting and publishing relevant content.
- Skilled in a variety of story telling formats, from articles to videos to slideshows and podcasts.
- Regularly engage communities on Facebook Fan Pages and Twitter accounts.
- Overall site management: platform maintenance, plug-in and template optimization
- A proven track record in the Web environment and a thorough grounding in the digital media industry.
- Experienced brand promoter with a network of prominent social media contacts.
- Track and report site metrics using analytical tools; Google Analytics, Facebook Insights, Bit.ly.
- Organize and host a popular media professionals meetup called Obliterati

Blackbook Magazine, Details Magazine, Thrillist, Gawker

Freelance Photographer

New York, NY
2006-Present

- Professional Photographer specializing in major event and travel assignments.
- Strong knowledge of a variety of cameras and equipment, including large format, medium format and 35mm.
- Edit and document photos for online galleries.
- Maintain an extensive online photo gallery

EDUCATION

Pratt Institute Brooklyn, New York

Bachelor of Industrial Design and Associate of Occupational Studies -Digital Design

2002-2006

Rhode Island School of Design Providence, Rhode Island

Summer Design Program 2000

Additional Experience

Graphic Designer, Industrial Designer, Event Coordinator, Film Producer and Mac Specialist