NICK MCGLYNN

110-11 Queens Boulevard, Apt 12F, Queens, New York 11375 (917) 297-9866 nmcglynn@gmail.com

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

Rodale New York, NY
Digital Development Manager 2012 - Present

- Manage day to day logistics and work directly with clients
- Manage and maintain social media platforms for brand pages
- Manage editors and designers to create brand ADs for magazines
- Gather and process data and metrics for social media platforms

PepsiCo Purchase, NY
Social Media Coordinator 2011-2012

- 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 New York, NY
Associate Producer / Video Editor 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 New York, NY
Blogger/Community Manager 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, Guest of a Guest New York, NY
Freelance Photographer 2006-Present

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

EDUCATION

Pratt Institute Brooklyn, New York
2002-2006
Bachelor of Industrial Design and Associate of Occupational Studies -Digital Design

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