

NICHOLAS GENTRY

WWW.NICHOLASGENTRY.COM

NICKJGENTRY5@GMAIL.COM

650-350-0529

OBJECTIVE

Seeking a position in the fields of marketing, sales, or communications while integrating my skillsets of strategic communication/research, content marketing, visual design, social media, and photography

PROFESSIONAL/ ACADEMIC EXPERIENCE

GLADOW NEAD COMMUNICATIONS - SOCIAL MEDIA INTERN 2020

- Managed social media for several different accounts including the agency's profiles
- Strategized social content and copy to ensure engagement
- Conducted influencer research and outreach to promote products and services
- Created graphics and produced content for social media use
- Provided production assistance at client shoots
- Managed company database in Excel
- Facilitated community engagement amongst various accounts
- Posted content in strategic manner via SproutSocial
- Recorded information from internal meetings
- Performed email copywriting executions

GOLDENVOICE/MUSICFESTNEWS- CONTRIBUTING PHOTOGRAPHER

- Photograph music event coverage across Bay Area
- Curate and edit images for social media and promotional use
- Write pre and post coverage articles for large scale events

LULULEMON AD CAMPAIGNS - PRODUCER 2019

- Worked collaboratively with team to create Lululemon men's ad campaign
- Designed final deck with mock-ups and executions

ASSURED RELOCATION - CLAIMS INTERN SUMMERS 2017-18

- Negotiated effectively with landlords and insurance adjusters to rehouse families affected by natural disasters, providing strategic and practical financial/physical solutions
- Managed multiple claims projects effectively and simultaneously
- Conducted outbound calls and emails with 50-75 contacts a day
- Analyzed cost and location scenarios
- Managed Salesforce database and invoice/fee table entry
- Demonstrated strong project management skills

ENCORE VOLLEYBALL/ BELLARMINE COLLEGE PREP - CAMP LEADER

- Demonstrated leadership and public speaking skills effectively through chaotic environments
- Maintained safe and enjoyable environment for campers

EDUCATION

UNIVERSITY OF OREGON- BACHELOR OF SCIENCE IN ADVERTISING '19

Focuses: Advertising Campaigns, Green Branding Strategy, Ideasmithing, Strategic Communication/Research

GEO STUDY ABROAD LONDON SUMMER 2018

- Studied international news and social media
- Observed operations at The Guardian, BBC, and Conde Nast
- Gained a unique understanding of the mass media industry

SKILLS/PROFICIENCIES

Adobe Creative Suite

SalesForce

Microsoft Office

Social Media

Research

Typography

Graphic Design & Illustration

Branding