

# NICK MILAVEC

Enthusiastic Creative with experience formulating innovative and eye-catching marketing deliverables and effective social media campaigns and insights. Passionate about good design and being surrounded by even better people.

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## EDUCATION

**Bachelor of Arts, BA, Advertising**

**Minor, Design and Media**

**Certificate, New Media Institute**

University of Georgia, Athens, GA

August 2019 - December 2022

## PROFESSIONAL EXPERIENCE

**House of Current, Atlanta, GA**

**Social Media Specialist**

**Social Media Intern**

August 2024 - Present

April 2024 - August 2024

- Manage multi-platform social media strategy (Instagram, Facebook, TikTok, LinkedIn, and X) for five local and national clients simultaneously.
- Oversee content planning, creation, and publishing for audiences totaling 120K+ Instagram followers and 106K+ Facebook followers.
- Increased Instagram following by 24.8% and Facebook following by 2.6%, generating 8M+ Instagram views and 3M+ Facebook views across all client accounts.
- Create high-performing social content, including graphics, reels, captions, and giveaways, to increase engagement and drive audience growth
- Coordinate content shoots and influencer partnerships to generate engaging branded content.
- Lead community management across all five client accounts, strengthening brand recognition and audience engagement through active interaction.
- Serve as the primary client contact for social media strategy, leading weekly meetings and providing strategic insights and recommendations.
- Analyze social performance metrics and trends, delivering monthly reports on engagement, growth, and content effectiveness.

**Northmarq, Atlanta, GA**

**Graphic Design Marketing Assistant**

March 2023 - January 2024

- Delivered quality control for marketing materials with high accuracy and turnaround times as fast as 1–2 hours for large deliverables.
- Partnered with Marketing Specialists to ensure marketing deliverables consistently met client and company standards.
- Built email campaigns and landing pages in HubSpot and Salesforce distributed to 20K+ real estate buyers, increasing listing visibility, engagement, and deal activity.
- Supported the Property Marketing Team through cross-functional collaboration, backup coverage, and participation in strategy-focused team meetings.
- Coordinated with nationwide offices and the Property Marketing Coordinator to support projects across multiple markets.
- Maintained strong relationships with broker clients to streamline workflows and support effective communication around deals and marketing materials.

## SKILLS

**SOFTWARE:** Adobe Creative Suite | Canva | Microsoft Office Suite | Later | Mailchimp | Figma | HTML/CSS | Wordpress

**TECHNICAL:** Social Media Analytics | Social Media Management/Strategy | Graphic Design | Client Relations | Photography