

nick milavec

*designer, maker, organizer,
and people person.*

digital portfolio



about me

Hello, my name is Nick Milavec! I graduated from the University of Georgia Grady College of Journalism and Mass Communication with a B.A. in Advertising in the Fall of 2022. I also received a minor in Design and Media from the Lamar Dodd School of Art and a New Media Certificate from the New Media Institute. My most recent position was as a Social Media Coordinator at House of Current, where I was responsible for across-the-board social for both local and national clients. I created monthly content calendars, was responsible for shooting, sourcing, and creating reels, stories, and posted for those calendars, as well as reporting metrics monthly for my clients.

I am experienced in both Social Media Management as well as Graphic Design. I love the intersection of creativity and information, and love being able to design in ways that convey a point to the audience in a clean and concise way, whether that be webpage layout, social posts, or anything else. Click [here](#) to download my resumé and learn more about me!



my work

Welcome to my work! In my time as a Social Media Coordinator, Graphic Designer, and a student, I have been fortunate to work on multiple projects for my clients, as well as my professors— **click below to view them!**



My most recent position was as a Social Media Coordinator at House of Current, an Atlanta-based Creative Agency. For 2.5 years I was responsible for all social elements (including post creation, community management, metrics reporting, and much more) for five nationwide clients. Click [here](#) to see my work!



Unfortunately, since my last position at Northmarq was an internal role, I cannot post all of the work I did there, because some of it was confidential information, but I am lucky enough to be able to post a few of the projects I worked on—click [here](#) to access them!



GEORGIA

Throughout my time at the University of Georgia, I completed multiple projects that prepared me to enter the marketing world—click [here](#) to view them!

house of current

My most recent employer was House of Current, a small creative agency located in Atlanta, Georgia specializing in branding, social, and design.

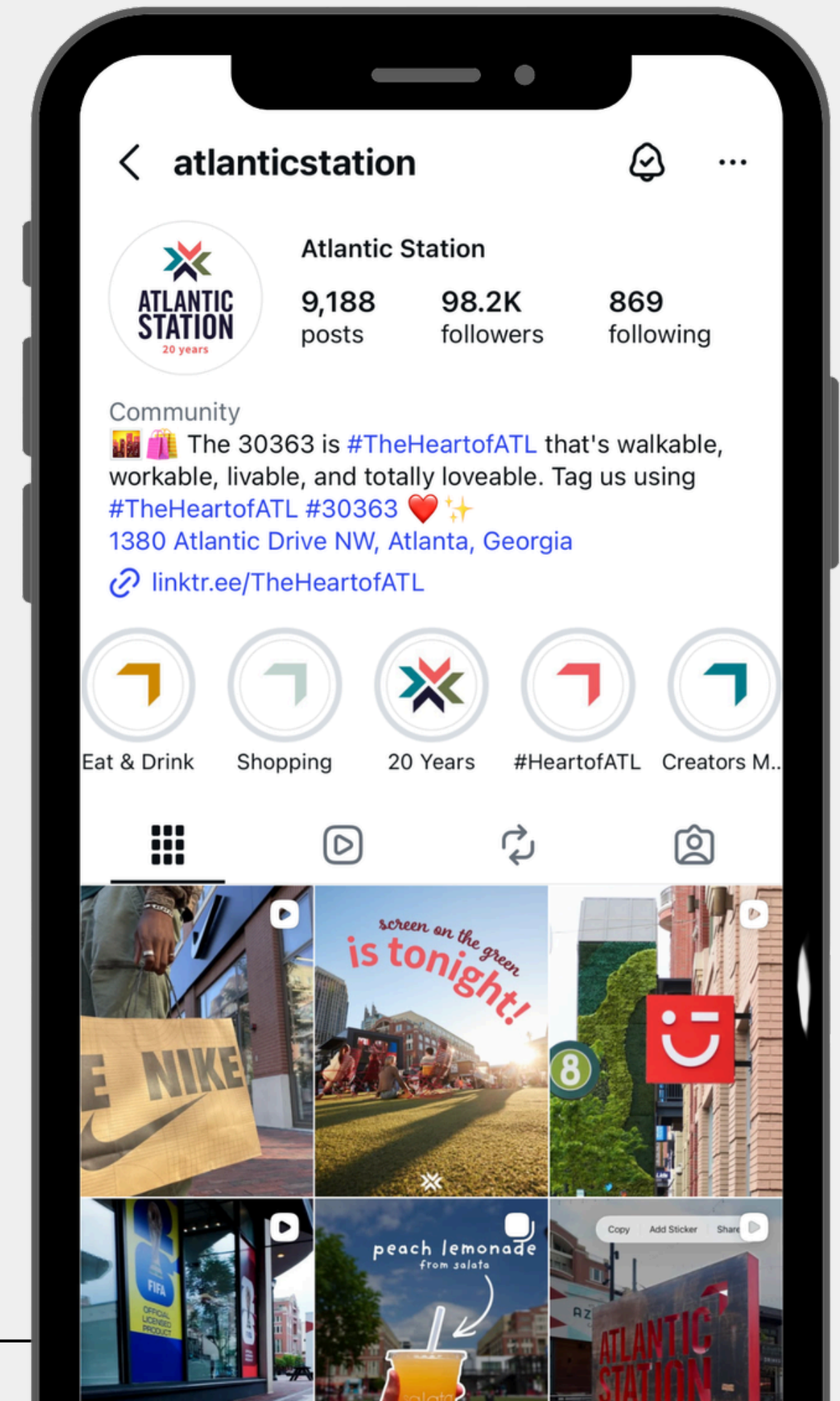
After starting in April 2024 as a Social Media Intern, I was promoted to a full-time social media coordinator in August of 2024. From then until September 2026, I learned and grew so much thanks to the amazing team at House of Current.

As a Social Media Coordinator, I was responsible for many aspects of a client's success on social, such as month-to-month content calendar creation, as well as post/reel/story creation and posting. I also was responsible for using Meta Business Suite and the Microsoft Office suite to pull data from all client accounts and create digestable analytics reports for each account to send to our clients monthly. I also was responsible for all communications with clients and creating and fostering great relationships with them, helping to make our partnership as beneficial as it can be for social accounts across the board.

I managed four accounts currently, both local and nationwide— learn more about them and see my on the following pages (all content prior to September 2026 was created by me!)

atlantic station

Atlantic Station is a 500,000+ square foot neighborhood in Atlanta, Georgia, anchored by a large mixed-use dining and retail destination. I ran the Instagram, Facebook, Tiktok, and X for the center, creating posts, reels, and stories to promote events, shopping, and dining, as well as connecting with the community through community management. Since assuming control of Atlantic Station's socials, we achieved over 8 million total views reached over 4.5 million accounts across Instagram and Facebook.



southlands

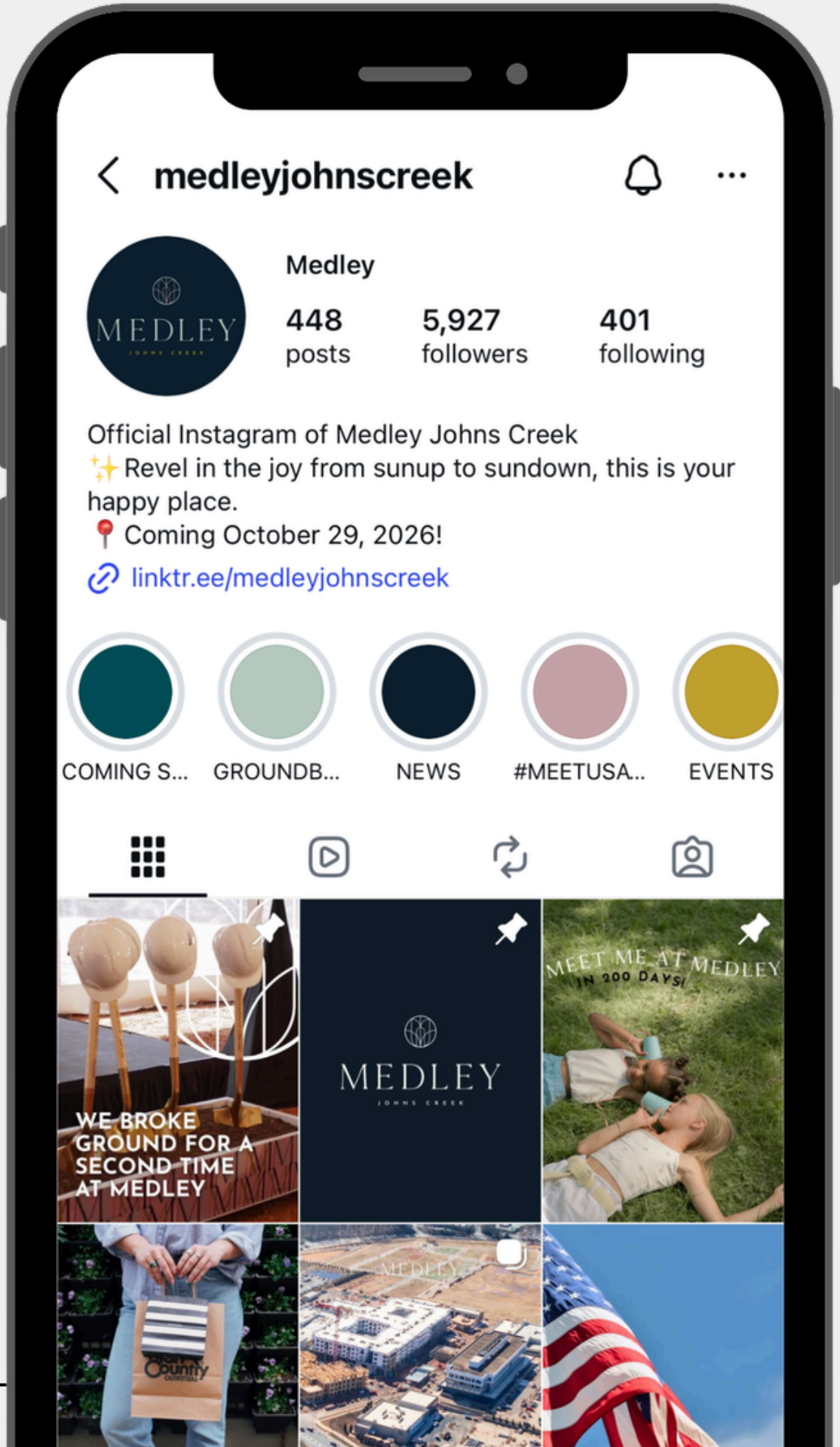
Southlands is a 917,945 square foot mixed-use office/retail center located in Aurora, Colorado. Approaching its 20-year anniversary in October of 2026, Southlands is a staple in the Aurora community, loved by residents for its ability to bring people together through events, giveaways, and more. I managed Southlands' Instagram, Facebook and Tiktok accounts, as well as reporting metrics on all mentioned platforms, as well as the website and email marketing efforts.



medley

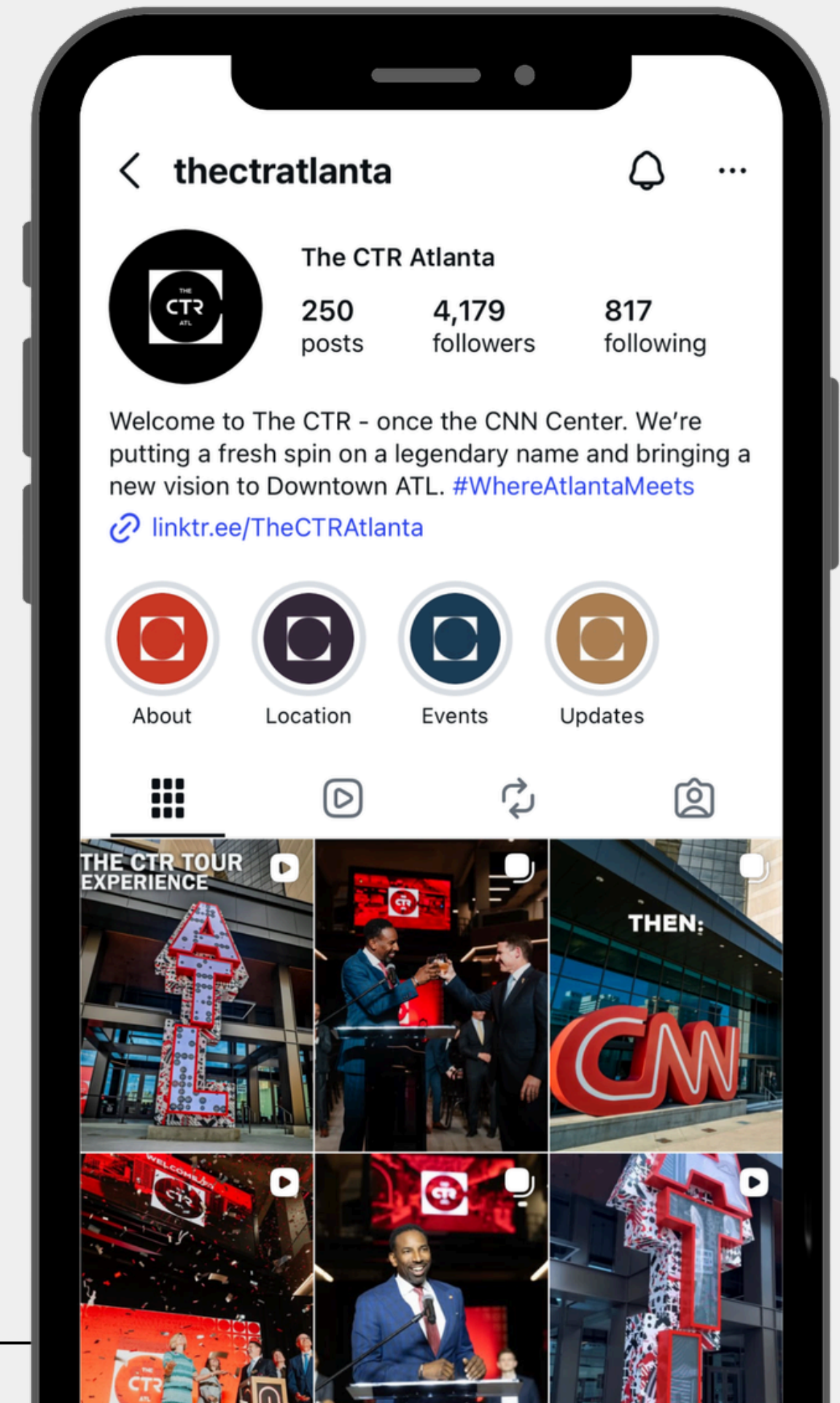
Medley is a 150,000 square foot social center coming to the city of Johns Creek, Georgia. Similar to the iconic Avalon of Alpharetta, this center will bring a town center to a city that has never had one before. With premier tenants and no plans to stop growing any time soon, all eyes are on Medley and what it will bring to the metro Atlanta area when it opens on October 29, 2026. I had the pleasure of managing the Instagram and Facebook for this property for over a year.

Click below to be directed to the page.



the ctr

The CTR is a mixed-use property in Atlanta, GA. Housed where the CNN Center once was, this property including a food hall, various retailers, and eventual residential and office space is the reimagining of an iconic Atlanta space, and one of the newest developments helping to put Downtown Atlanta back on the map. For this project, I oversaw Instagram, Facebook, and LinkedIn beginning in April of 2025, before construction even began to bring this new property to the city. I saw it through from beginning to end (to now, its reopening,) which was a very rewarding experience.



northmarq

During my time at Northmarq as a Graphic Design Marketing Assistant, I learned so many things that will stick with me forever, from new graphic design skills, to customer and client relations, and just how a business works. I had a variety of roles in this position, but since some of the work I did was confidential and accessible only to buyer databases and specific clients, I can only share what is public information and accessible to the general population.

At Northmarq, I primarily worked on the layout and content of pricing analysis, offering memorandums, location maps, team brochures, flyers, investment summaries, executive summaries, etc. while also assisting with more administrative tasks, such as building webpages and emails through Hubspot and entering valuable deal information into Salesforce. I also got experience using 3rd Party real estate sites such as Crexi and Loopnet.

The experience was enlightening and I am grateful for it. Next I have shared some of the parts of my Offering Memorandums my brokers were comfortable with me sharing (with deal information blurred out). *(I did not take any of the photos or originate any of the deal information for either of these, I only worked on the design aspects)*

restaurant growth services

This is my favorite project I worked on at Northmarq. This OM was originally made in the company's old branding, but since we brought it back out to market, it needed a complete rebrand/refresh. Specifically I designed the cover, as well as the Tenant Overview, Location Overview, and Site Overview. I felt as though I had a lot of creative freedom with this project and enjoyed making information given to me look clean and easy to understand while also making it attractive and fitting it into the company's brand guidelines.



Click above to be directed to the document.

walgreens

This Offering Memorandum is for a more standard Walgreens property. It also had to be rebranded/refreshed from the old branding to the new branding. The pages I included were all designed by me using a mix of original design and some template work we already had done. The deal and highlight pages were made from a template and customized, while the Walgreens overview page and the cover were primarily designed by me.



Click above to be directed to the document.

university of georgia

While getting my Bachelors in Advertising from the University of Georgia, I had the opportunity to complete multiple projects that prepared me to enter the Advertising world— click below to see them!



ar.t



spectacle vintage



st. jude



bloom agency



social media



typography

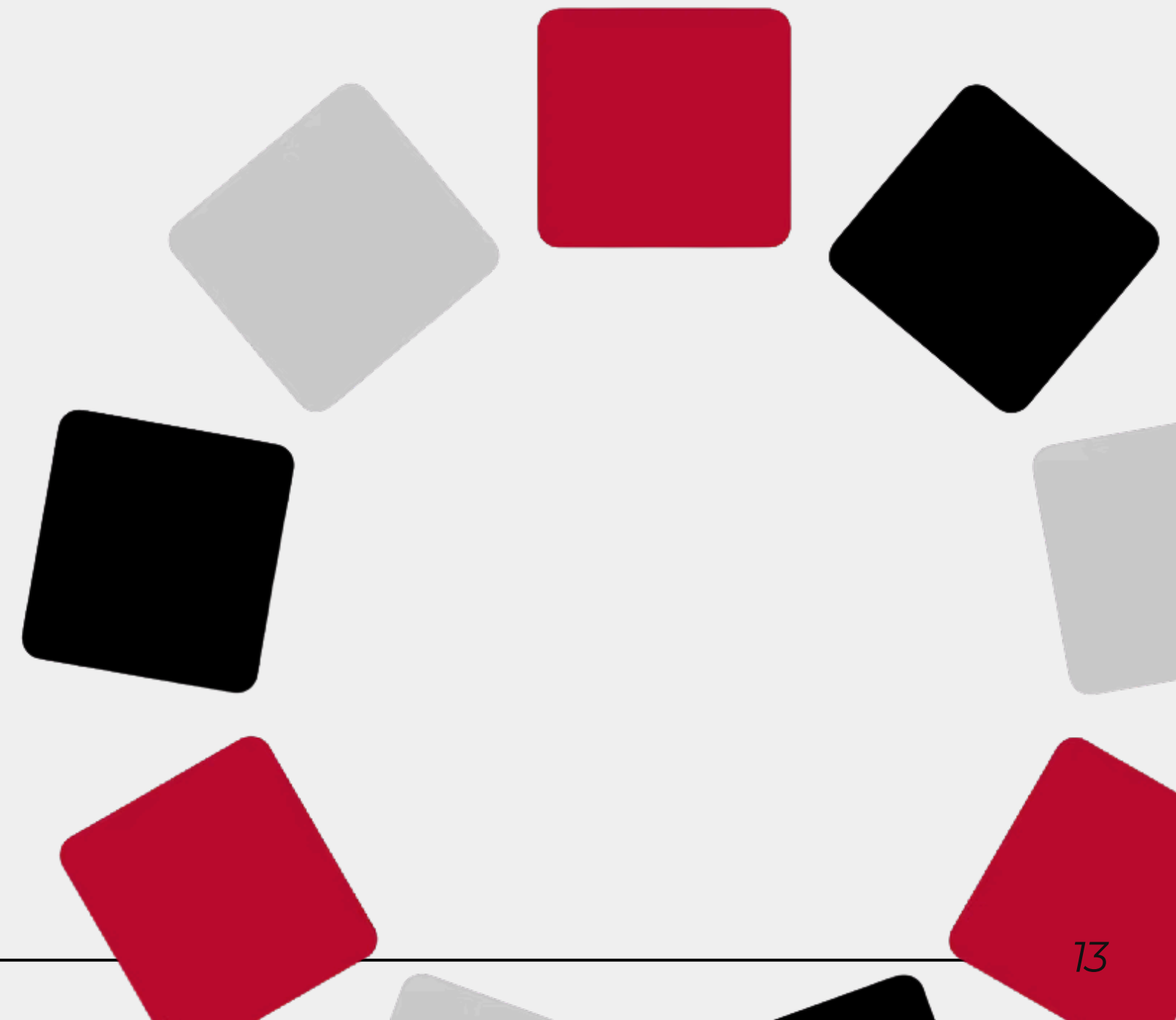


writing

ar.t

ar.t is the Capstone Project I completed to earn the New Media Certificate at UGA. I worked with Alex Castleberry, Tori Chapman, Midori Jenkins, and Jacqueline Belcher in order to create AR (Augmented Reality) filters for the New Media Institute, along with other elements such as gifs and stickers. We also created an educational guide in order to teach other students how to create these filters.

In this project, I created the logo and wordmark, designed and formatted all deliverables and presentations, and created three randomizer AR filters, while also aiding in the production of the project website. It was a phenomenal learning experience and I am happy to have gotten to work on a project like this.



ar.t *(continued)*

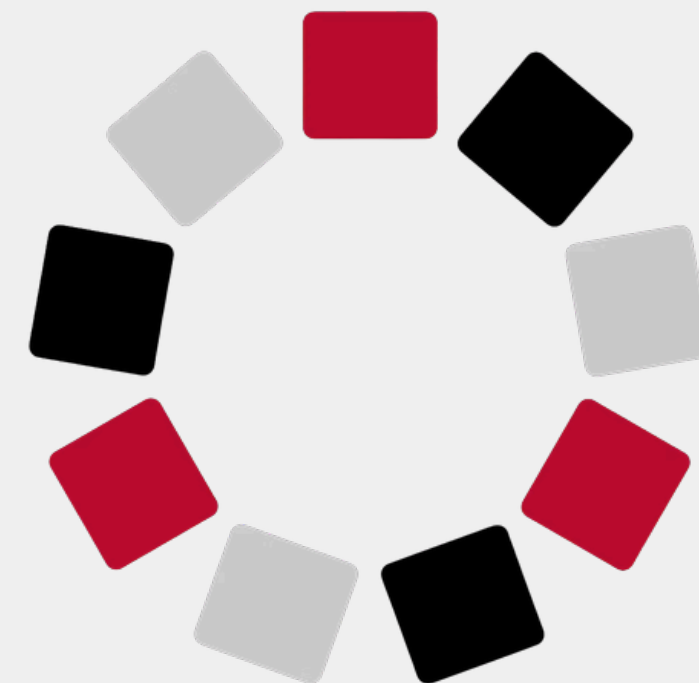
wordmark creation

The wordmark for this project was created to be simple and sleek, as is the tone of our brand. The "AR" is in red, as it stands for "Augmented Reality" and the "t" is in black, as it stands for "Team." The period is the logo, which is featured below.



logo creation

The logo for this project was created by reworking the small rectangles featured in the UGA New Media Institute Logo in order to make a new, sleek logo. I chose this because we are making something new for something that is very well established. Therefore, reworking the old into the new felt right.



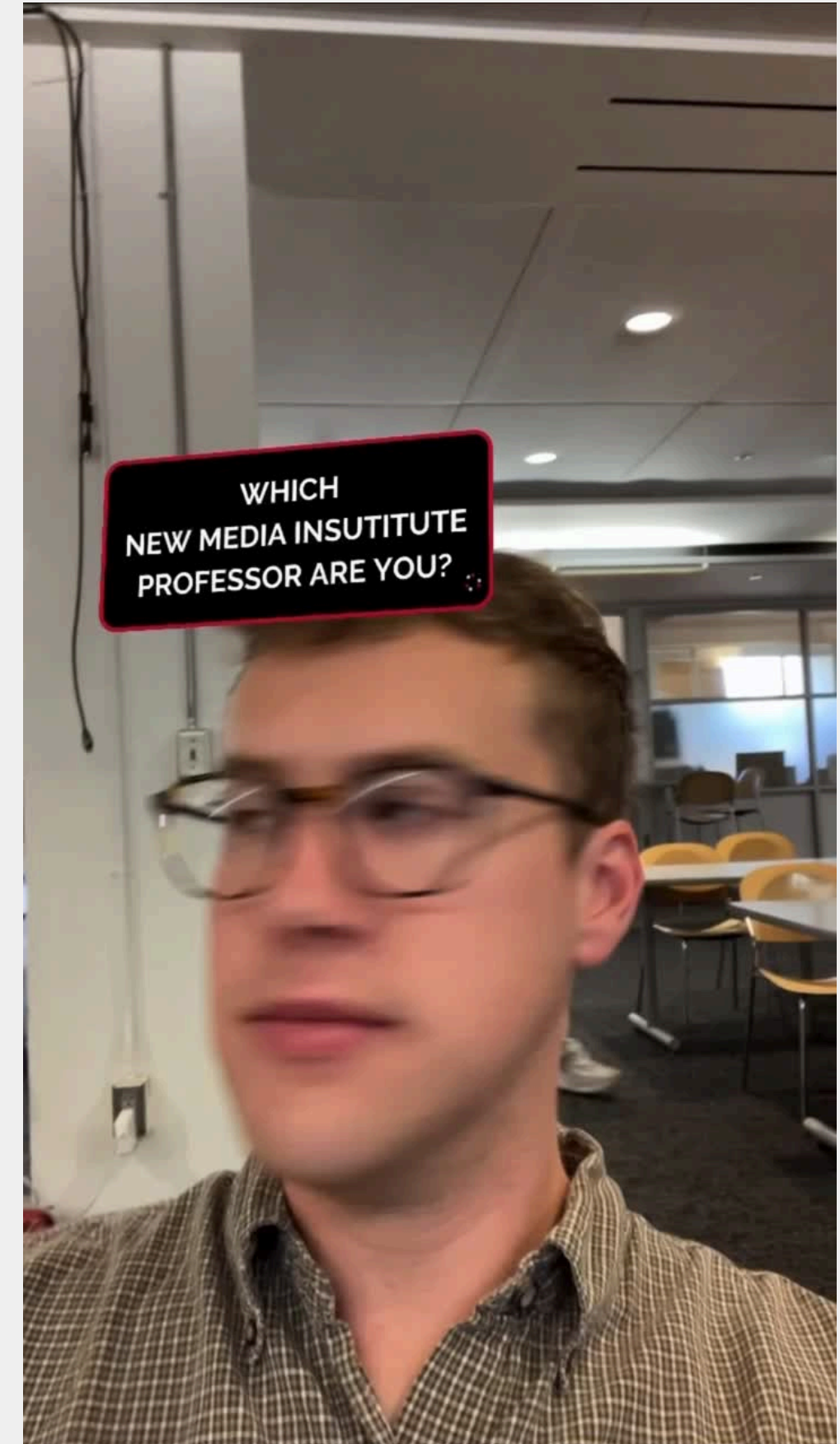
ar.t *(continued)*

formatting

With all of our deliverables, I was in charge of formatting and layout design. The goal was to convey our brand tone through the design of these deliverables, which is a simple, sleek yet fun tone. Because of this, I went very minimalistic in order to emphasize these things. All deliverables can be found on the [project website](#).

ar filters

I also had the opportunity to learn how to use SparkAR software and create AR filters for our project. I learned how to use the software and also how to design for AR and the elements used in the filter. This was a great experience and proved to be so much fun both to create and use.



spectacle vintage

Spectacle Vintage is a branding project that I worked on in my New Media Design class with Tara Anastasoff, Zachary Perumal, Olivia Wakim, and Annie Cook. The assignment was to take a company and rebrand it in order to give it a new life. We chose Spectacle Vintage, Tara's vintage clothing brand, and gave it a full brand remodel, creating a full style guide, mobile website, desktop website, and app.

For this project, I worked mainly on the completion and programming of the mobile and desktop websites, using Figma to create prototypes of both. I also worked on the typography and fonts, as well as wrote some of the copy, and helped in the general brainstorming and color schemes of the brand.



spectacle *(continued)*

typography guide

This is the typography guide that I made in order to create a brand image for Spectacle. I chose 4 different fonts to use, using a more playful font for the headlines and then more serious serif fonts for the body and subheads in order to convey a lighthearted yet distinguished tone.

TYPOGRAPHY:

Seymour One (h1)

Seymour One is our font for headlines ONLY. You should never use this typeface while writing copy or the brand tagline. It can be used in all caps or regular caps depending on the style of the graphic. This typeface can be any color, as long as it does not clash with the background.

Coustard (h2)

Coustard is our h2 font, which can be used when creating a list or guide with multiple sections. This font family can be used to head sections and to organize the document successfully, without the overuse of Seymour One. The color of this heading will typically be different from h1.

Argent (h3)

Argent is our h3 font, which can be used to head subcategories within an h2. It should be bolded at all times since it is so similar to our copy font, and should be used sparingly. It is also used for the tagline at all times (all caps and bold) except in the body copy.

Quincy (Body)

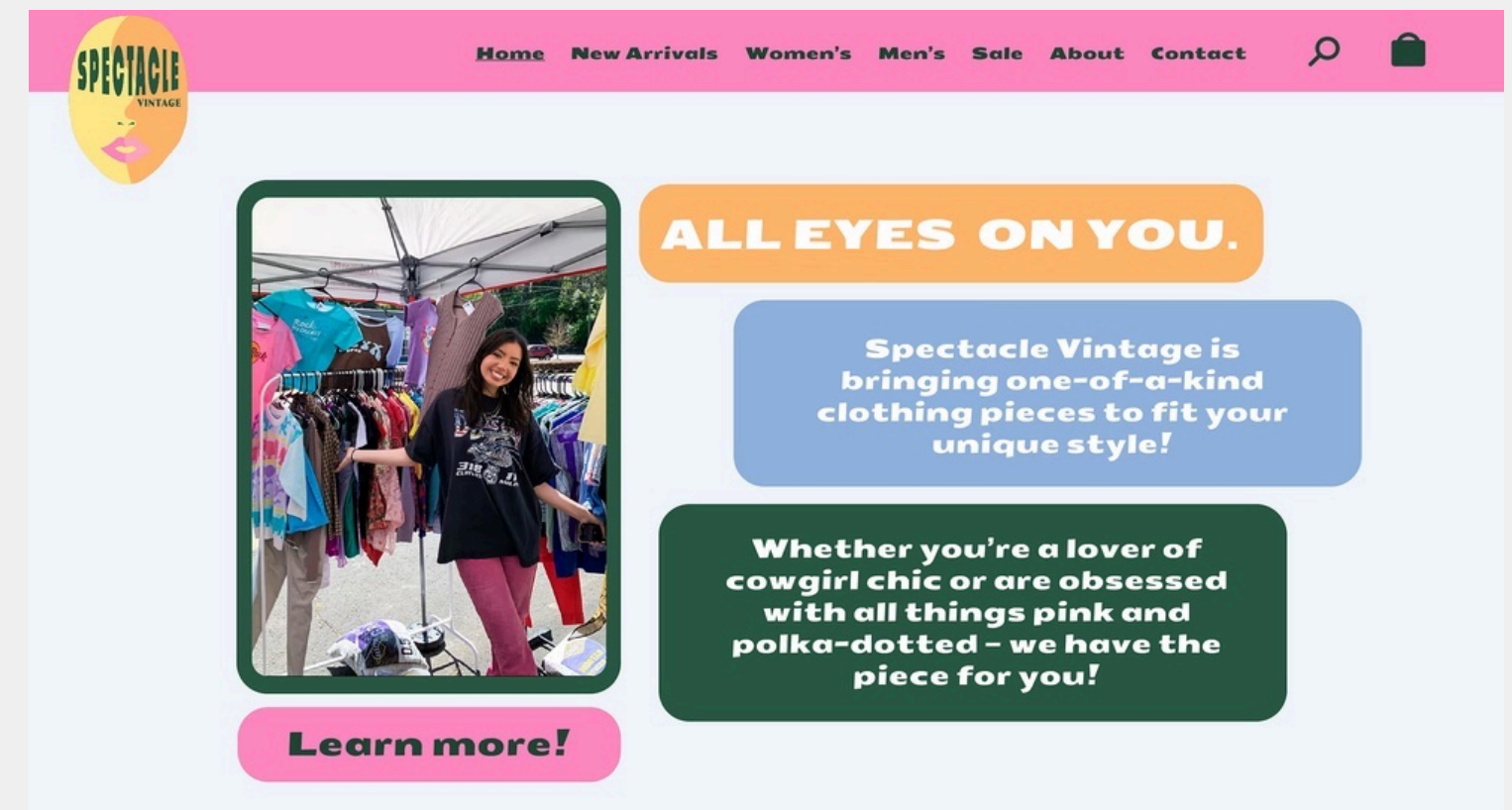
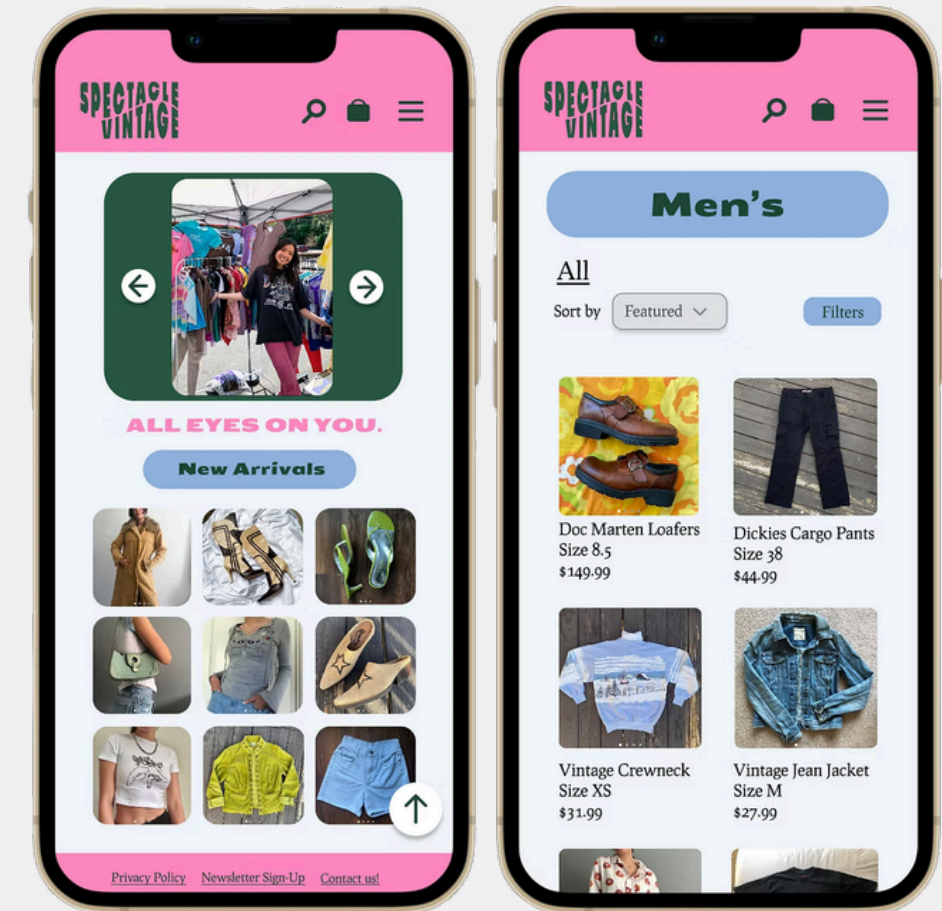
Quincy is our typeface for copy ONLY. You can make it bold, underline it, make it italic, or whatever your heart desires — as long as you are not using it for a headline. The brand tagline should also ALWAYS be in Quincy ALL CAPS and **BOLDED** if it appears in the body copy.

spectacle (continued)

desktop/mobile website

This website was created and fully programmed to be a functional shopping website. While it has not been uploaded to the actual web, the main purpose of it was to style it aligning with brand tone and the feeling we wanted the brand to give the consumer. For this website, I handled most of the layout and all of the programming from page to page to make it fully functional.

[Click here to view the full desktop website on Figma](#)
[Click here to view the full mobile website on Figma.](#)



st. jude

St. Jude is a semester-long project I worked on in my ADPR 5750: Social Media Analytics class, along with Anna Waller and Alyssa Hatten. We used brandwatch to analyze twitter conversations about St. Jude over a 4-moth period, identifying key themes and topics of the conversation and making recommendations at the end in order to help St. Jude move forward and increase their social media engagement.

In this project, I learned a lot about brandwatch and how the software functions. i became very proficient in it, and was asked to intern for the UGA Social Media Engagement and Evaluation Suite (SEE Suite) for the next semester. Along with working in Brandwatch, I formatted and laid out most of our reports, primarily making decisions about colors and type decisions.



st. jude (continued)

final report

This report summarized all of our findings from the entire semester, along with collecting all of our recommendations and finalizing them. Through this report, I also learned how to use NodeXL to analyze conversation clusters. I primarily handled all design and layout specs of this report, and it has a large hand in me being asked to stay on the following semester in the Social Media Analytics Lab as an Intern.



PREPARED BY

ALYSSA HATTEN
NICK MILAVEC
ANNA WALLER



SEE > Suite
Grady College of Journalism
and Mass Communication
UNIVERSITY OF GEORGIA



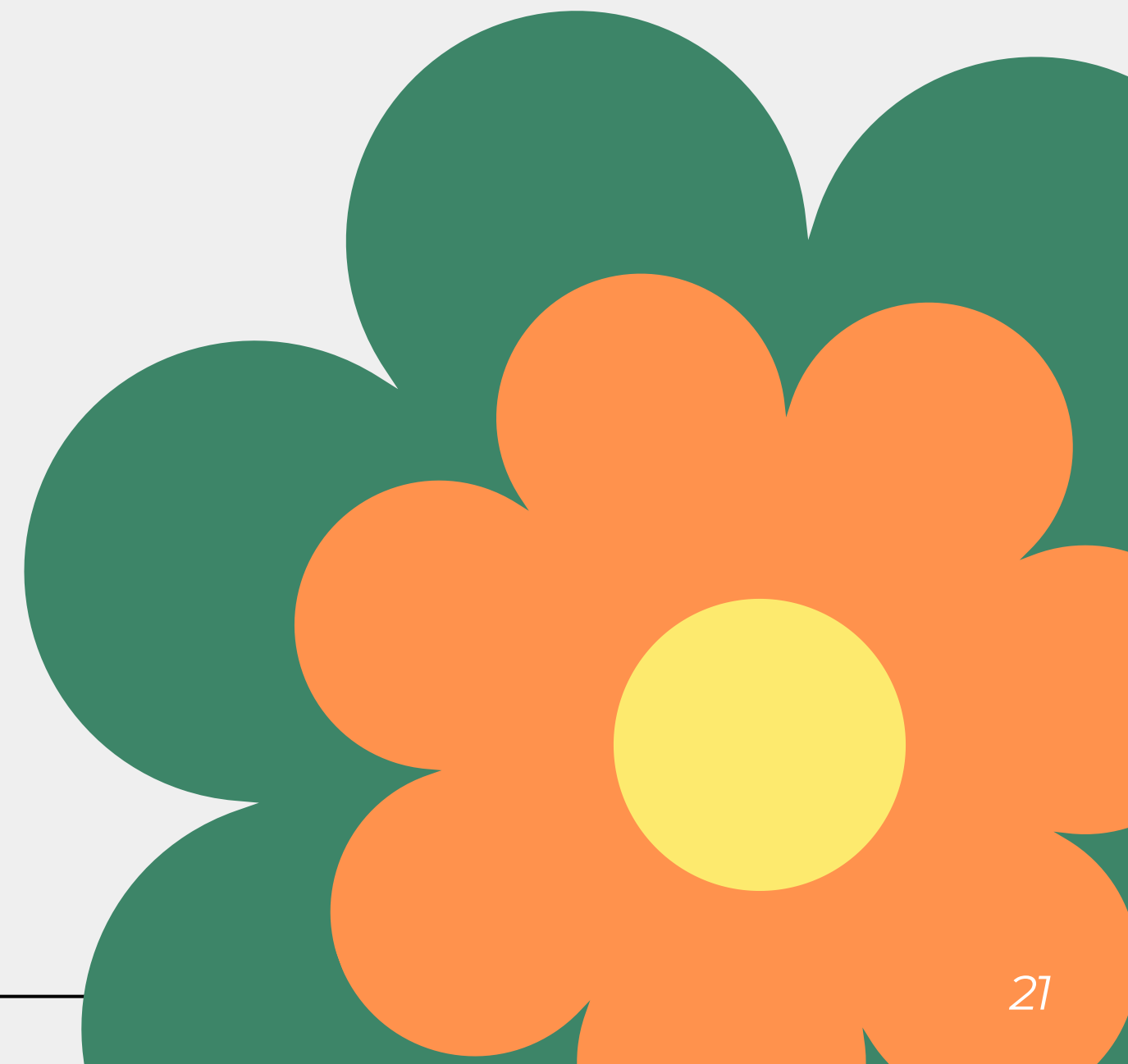
St. Jude Children's
Research Hospital

Click above to be directed to the document.

bloom agency

The Bloom Agency is an agency that my Advertising Capstone group created to represent our project for a real-life client (whom I cannot share for legal reasons). This project was amazing, and I created much more work for the brand specifically, but I cannot share it (also for legal reasons). However, I can share the neutral work I made for our agency specifically that does not mention the product or company.

I was the Art Director of my team for this project, which meant I was responsible for the overall branding and style of our agency and the project. Because of this, I had the pleasure of crafting the agency logo, along with writing the overall agency mission and designing the slides.



bloom *(continued)*

logo v1

I designed this logo for our agency at the beginning of the project, as well as coming up with the tagline - at the beginning of the project, we were going for a more elegant, refined feel that felt organic and full of life and nature.



logo v2

Down the line in our project, our professor told us to rebrand. He said our branding needed to have more life, color, and youth. With these criteria in mind, I led the rebrand of our agency and came out with the branding shown here.



social media

In my time at UGA, I was blessed to run many social media accounts, the most notable pair being the Instagram for the UGA Department of Student Transitions and ONA and SPJ at UGA. I was the head of the marketing committee for Student Transitions, and the Digital Director for ONA and SPJ. Through these positions, I got so much experience managing and creating content for social media.

transition ambassadors

TRANSITION AMBASSADOR SPOTLIGHT

NICK MILAVEC

YEAR
3rd Year

MAJOR
Advertising

IDENTITY & INVOLVEMENT
Christian, In-State, Grady College, UGA Freshley/Wesley, Greek Life (Beta Upsilon Chi), Aces for Athens, Digital Dawg, Orientation Leader

2021 NATIONAL TRANSFER STUDENT WEEK

TRANSFER TUESDAY: TALKS & TREATS

TUESDAY 10/19/21 | TATE 141 | 4:00PM

FUEL UP FOR FINALS.

Come grab a care package to help get you through finals from Student Transitions!

Stop by the Tate Concourse on Tuesday, December 7th from 11am- 1pm!

Transition Ambassadors are students at UGA who are passionate about helping others during key moments of transition during their UGA experience!

ona & spj at uga

WELCOME BACK

ONA SPJ
THE UNIVERSITY OF GEORGIA

NICK MILAVEC
digital director

join ONA & SPJ for

COFFEE
with a
CULTURE CRITIC

WHAT DAY:
MONDAY,
FEBRUARY 17TH

WHERE:
STUDIO 100

WHAT TIME:
4:00 P.M.

ALLISON KEENE, PASTE MAGAZINE

Allison Keene, TV Editor at Paste Magazine will be with us to speak on the topic of culture criticism

WE HOPE TO SEE YOU THERE!

typography

Typography has always been a very big interest of mine, and something that has always fascinated me. It is such an integral part of not only Advertising but the world as a whole. Communication through words and letters is such an important tool, and learning how to do it well is even more important.

In my time at UGA, I took two Typography courses: ARGD2030: Intro to Typography, and ARGD3030: Typography. In these classes, I learned the basis of type and visual means of communication through letters and words. Shown is some of my work from these classes.



Click above to be directed to the document.

writing

I have always loved writing, and actually, when I started college, I came in as a Journalism major, but then switched when I wanted to integrate my love of art into my work. However, my freshman year, before I switched, I got the chance to write for The Red & Black, and I absolutely loved it. Though I did not continue down this path, I am very grateful for what it taught me. Click on the articles below to be directed to each one!



ARTS & CULTURE
FEATURED

UGA student promotes sustainability through reusable straw business

Nick Milavec | Contributor Updated Feb 16, 2020

In the midst of changing conversations about plastic waste and pollution, an increasing number of people are advocating for lessened plastic consumption. For University of Georgia sophomore Meredith Grill, her advocacy comes in the form of decreasing plastic straw usage through a small sustainable business.

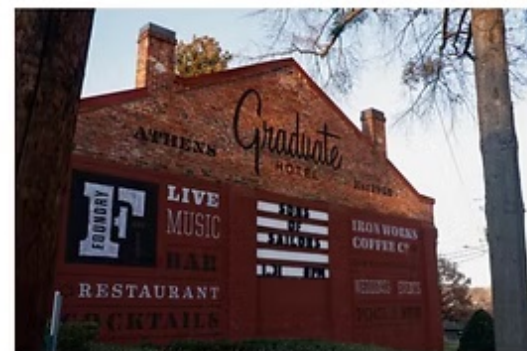


ARTS & CULTURE

Athens' Farm Cart serves farm-to-table biscuits on Baxter Street

Nicholas Milavec | Contributor Feb 23, 2020

Amid Korean barbecue, kombucha and franchised pizza restaurants on Baxter Street sits Farm Cart, a small farm-to-table breakfast and lunch spot that specializes in locally-sourced biscuit sandwiches.



ARTS & CULTURE

5 trivia spots in Athens to check out

Nick Milavec | Contributor Updated Nov 16, 2022

Whether competing on a live bar trivia team releases your stress or induces the worst of it, Athens is a haven for it. The Red & Black has...



thank you!

*please reach out using any of
the methods below*

cell: 678-634-3271

email: nickmilavec@gmail.com

web: milavecnick.com