

NICK MILAVEC

Designer, maker, organizer, and people person with experience across graphic design, content creation, photography, client service, and creative production. Passionate about doing good work and being surrounded by even better people.

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milavecnick.com

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 - September 2026

April 2024 - August 2024

- Manage multi-platform social media strategy (Instagram, Facebook, TikTok, LinkedIn, and X) for five local and national clients simultaneously, all while managing competing priorities and deadlines in a fast-paced environment.
- Oversee content planning, creation, and publishing for audiences totaling 120K+ Instagram followers and 106K+ Facebook followers while ensuring every interaction reflected each client's brand standards and voice.
- Increased total Instagram following by 24.8% and Facebook following by 2.6% across all client accounts, while generating 8M+ Instagram views and 3M+ Facebook views through catering to what viewers want to see.
- Create high-performing social content including graphics, reels, captions, and giveaways, all strategically engineered to boost engagement and fuel audience growth for each specific client audience.
- Coordinate logistics for content shoots and influencer partnerships, managing schedules, expectations, and deliverables to ensure that the campaign's strategic goals are accomplished.
- Lead community management across all five client accounts, responding to comments, messages, and concerns in real time, de-escalating tense situations with a calm, professional approach to protect brand reputation.
- Lead day-to-day management of client relationships, running weekly meetings and delivering strategic insights, while also developing confident communication with a wide range of client personalities and expectations.
- Analyze social performance metrics and trends to produce monthly reports on engagement, growth, and content effectiveness and subsequently provide recommendations for future strategy based on these trends.

Northmarq, Atlanta, GA

Graphic Design Marketing Assistant

March 2023 - January 2024

- Delivered quality control on time-sensitive marketing deliverables under quick turnaround windows (as fast as 1-2 hours), maintaining high accuracy while working quickly under pressure.
- Partnered with Marketing Specialists to ensure all 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 and ensuring deals were pushed to large audiences..
- Supported the whole Property Marketing Team through regular cross-functional collaboration, backup coverage for marketing specialists, and participation in both creative and strategy-focused team meetings.
- Coordinated with offices around the country and a national coordinator to support projects across multiple locations, communicating effectively across both assigned broker teams and teams being supported.
- Maintained strong relationships with broker clients across the country, learning their personalities and preferences and ensuring clear, consistent communication around their deals and deliverables.

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