



Nick Tatoian

Digital Content Specialist

Creative / Strategy / Execution

nicktatoian.com

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About Me

Digital Content Specialist that focuses on creative and strategic planning and execution with over 12 years experience in the advertising and marketing industry. I specialize in creative strategy, social media management, photography, and video production. I am dedicated to delivering creative ideas and executing work that exceeds expectations.

Skills

Proficient in Photoshop, Lightroom, Premiere Pro, After Effects, Logic Pro X, MailChimp, Constant Contact, Hootsuite, Slack, videography, photography, creative strategy, organic social, paid social, client management. Works well in team-based culture. Ability to handle multiple deadlines and projects.

Holland Adhaus | Digital Content Specialist/Creative Strategy

September 2020 - Present

Develop strategic and creative marketing initiatives and create high-quality digital content across a variety of mediums to help clients reach their branding and marketing goals.

- Write, shoot, and edit video content for TV and social media
- Produce high-quality custom photography
- Collaborate with and assist the graphic design team
- Strategize and manage organic and paid social media for multiple clients, creating content calendars, scheduling posts, and audience engagement
- Manage clients' email marketing efforts, including design, copywriting, and list management

Xooker | Digital Marketing and Social Media Management

August 2018 - September 2020

Position Xooker as the leading mobile rewards platform by executing innovative multimedia strategies across multiple platforms to drive engagement and revenue growth.

- Manage all email marketing efforts, including design, copywriting, and list management
- Write, shoot, and edit compelling video content for consumers, clients, and investors
- Manage all paid and organic social media marketing efforts, including curation of relevant content, content calendars, graphic design, and photography
- Co-manage growing social and digital media department to ensure scalable, effective practices are being performed

Oculus Studios | Multimedia Production

December 2015 - July 2018

Enhance the visual appeal and effectiveness of brands' marketing materials through the creation of engaging and high-quality digital media assets.

- Solely responsible for producing all photography materials for our diverse range of clients
- With the help of my partner, plan, film, and edit all video material
- Aid graphic designers when needed with photo manipulation and mockup design
- Cultivate strong client relationships and attend to their requests in a timely and professional manner