

Miami, United States
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NICHOLAS ABAD

CREATIVE STRATEGIST

<https://goonerdoctor.com/>

EMPLOYMENT HISTORY

SEP 2019

Community Operations and Media Manager, The Siege Supporters Club, Miami/Fort Lauderdale Area

Oversee the daily management of social media platforms for the official Inter Miami Supporter Group, including content creation, audience engagement analysis, and post scheduling. Maintained and updated the official website to ensure an optimal user experience. Managed ticket and merchandise sales inventory, coordinated shipping, and negotiated ticket prices to maximize value for supporters. Supported the growth of the Supporter Group by facilitating membership acquisition and retention. Represented the Supporter Group in negotiations with Inter Miami CF, handling partnerships, agreements, and other strategic initiatives.

MAR 2023 - JAN 2024

PreMedia Designer, Calev Systems, Miami

Launched a high-impact newsletter and managed email campaigns to boost engagement, while optimizing PreMedia workflows through systematic organization. Ensured quality by meticulously proofing prints and fostered a sustainable social media marketing culture. Developed a cohesive branding strategy for pitch decks and documents to maintain consistent messaging and a strong brand identity.

JAN 2022 - SEP 2024

Strategy Intern, JOAN Creative, New York City

Supported the Strategic Department in developing an award-winning campaign, conducted a competitive analysis for a major client, and provided detailed briefings. Shadowed account managers during client calls, tracking notes and action items. Monitored social media channels, compiling weekly reports on engagement and audience sentiment.

AUG 2020 - DEC 2022

Marketing Operations Executive, World Air Logistics, LLC, Miami

Executed 16+ marketing campaigns, reporting results to the CEO and ensuring performance criteria were met. Managed a team of 10 to develop and implement marketing strategies and key messages. Led the integration of new marketing technologies to improve performance tracking and streamline workflows. Monitored industry trends to recommend innovative strategies, maintaining a competitive edge.

2019 - JUL 2020

Brand Consultant, AeroThrust Holdings, LLC, Miami

Aided in rebranding the company following a merger with iAero Group, as well as coordinating the following combination of brand aesthetics to further assist in creating a cohesive vision within the parent company and all its subsidiaries.

APR 2019 - DEC 2019

Marketing Coordinator, Miami Club Rum, Miami

Created social media content, including posts and stories, increasing followers by 1,000. Coordinated daily social media activities with the outsourced marketing agency.

EDUCATION

MAR 2020 - MAR 2023

Master, Florida International University, Miami

Master of Science in Mass Communications, Strategy.

MAR 2020 - MAR 2023

Master, Miami Ad School, Miami

Certificate in Strategic Planning

MAR 2014 - MAR 2019

Bachelor, Lynn University, Boca Raton

Bachelor of Arts in Advertising, Public Relations, & Social Media. With Minor degrees in Videography, Photography, and Digital Art & Design.

LANGUAGES

English

Spanish

SKILLS

Microsoft Office

Adobe Creative Suite

Social Media

Writing

Editing

Data Entry

IOS