

# Nicholas Edward Hertzberg

Creative Media  
Specialist

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## Skills

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### Nicholas Edward Hertzberg

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Adobe Creative Suite. Google Business, Home, and Office Tools. Square. Microsoft Office Suite. Final Cut Pro. Avid Pro Tools. Instagram. Twitter. Facebook. Wordpress. Tumblr. YouTube. Hootsuite. HTML. CSS. Chargify. Apple and Windows devices. Canon and Nikon DSLR Cameras.

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## Experience

### **Neshaminy Creek Brewing Co./** Content Marketing Manager

JANUARY 2017 - PRESENT CROYDON, PA

Daily posting, scheduling, and monitoring all company social media profiles.

Creation and manipulation of custom graphics and content for online and physical distribution.

Designing targeted ad campaigns based upon analytical data.

Website edits and blogging.

Promotional and event photography and videography.

Coordinating resources from sales and event staff to raise awareness of upcoming sales and happenings.

Digital reputation management and customer service.

Composition and tracking of marketing emails.

### **VivioSites /** Chief SEO Strategist

FEBRUARY 2015 - JANUARY 2017 MANALAPAN, NJ

Analyzed and implemented best white hat search engine optimization practices for nationwide clientele.

Researched marketing keywords and strategies to promote business growth.

Tracked monthly analytics and prepared detailed individual progress reports.

Managed and posted on client social media profiles.

Weekly website blogging, tag editing, and design updates.

Online and call in customer service and troubleshooting.

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## Education

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### Stockton University/ BA Communications

MAY 2011 POMONA, NJ

Cum Laude; Program Distinction; 3.89 GPA; (3x) Dean's List.

Charles C. Reynolds Endowed Journalism Scholarship.

Producer for *Stockton Student Television*.

Writer for student newspaper *The Argo*.

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## Accomplishments

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Viral Hurricane Irene video footage used in The Weather Channel's 2014 "Hurricane 360" series.

Photography published in the University of Wisconsin's *Ramshead Review: Journal of Art and Literature*, Fall 2015.

Promotional video created in 2016 for the charity Coastal Volunteers in Medicine, based in Barnegat, NJ.

Ongoing contributor to *Breaker Magazine*, with (3) seasonal articles published in 2017.

Responsible for the creation and production of several albums of music, various short films, online articles, and other graphic designs since 2004.