**NICHOLAS NIKAS**

nikasn83@gmail.com | 610.390.4379

**EDUCATION**

**Wake Forest University** Winston-Salem, NC

*Bachelor of Arts, Anthropology May 2023*

*Minors:* *Marketing Communication,* *Classical Studies, Music*

*GPA: 3.662*

*Presidential Scholar for Distinguished Achievement in Instrumental Music*

**MARKETING EXPERIENCE**

**Apex Tool Group, LLC** Sparks, MD

*Marketing Intern, GEARWRENCH May 2022 – July 2022*

• Conducted in-depth industry research on hand-tool competitive landscape, with a focus on competitor’s products, price, branding & features, and voice-of-customer analysis.

• Executed new product development tollgate process for seven products in new shop tools division

• Created seven competitive pricing models for new products, directing marketing strategy & identifying brand position

• Collaborated with 6 teammates enhancing marketing strategy for existing products using data-driven decision making

**Athletic Department, Fan Experience and Sales** Wake Forest University

*Marketing Intern June 2021 – August 2021*

• Composed & presented strategic integrated marketing plan and creative digital media content for Women’s Soccer season using benchmark analysis, budgeting strategy, and graphic design

• Distributed 14,000 door hangers and yard signs across the city to increase brand awareness and ticket sales for games

• Enhanced game ticket sales by coordinating and executing pop-up community events at local businesses and sports venues leading to the total sale of 25,673 opening night tickets and 11,000 season tickets

**Wake Forest Anthropology Club** Winston-Salem, NC

*Marketing and Public Relations Chair March 2021 – May 2023*

• Managed social media accounts and email lists promoting club & museum activities and recruitment initiatives

• Scheduled and organized weekly social activities for 20 club members

• Collaborated with executive committee to establish goals and plan academic events including speakers and panels

**LEADERSHIP EXPERIENCE**

**Wake Forest Marching Band, Spirit of the Old Gold and Black** Winston-Salem, NC

*Digital Marketing Coordinator, Visual Captain, Tuba Section Leader, Recruitment Chair August 2019 – Present*

• Created and posted social media content for organization Instagram and Facebook pages utilizing graphic design and copywriting techniques to market the page to potential members and establish brand image

• Recruited 10+ incoming first-year students utilizing innovative digital marketing techniques through social media to identify prospects and generate interest resulting in higher-than-usual registration rate

• Designed first official visual and marching curriculum to be implemented for the full ensemble for 2021 and beyond

**Kappa Kappa Psi National Honorary Band Fraternity** Winston-Salem, NC

*Vice President of Service, Active Member, Class Treasurer January 2020 – May 2023*

• Coordinated 6 annual service events for 28 members to serve music department at WFU & surrounding community

• Managed and recorded service points in Excel spreadsheet for 28 members, ensuring national requirements met

• Led the development of a fundraiser proposal with 5-member executive committee for our 14-person candidate class including detailed advertising/marketing strategies, budgetary planning, and implementation plans

**YMCA Camp Tockwogh** Worton, MD

*Cabin Counselor, Athletics staff, Waterfront Instructor June 2019 – August 2019*

• Supervised and mentored 32+ campers over the course of four two-week sessions at a traditional summer camp

• Established techniques for handling homesickness and anxiety to instill confidence and security in young campers

• Oversaw athletic and waterfront activities for 150+ campers daily ensuring safety and well-being of participants

**ADDITIONAL PROFICIENCIES AND CERTIFICATIONS**

Hootsuite Certified; Microsoft Excel, PowerPoint, Word; Canva, Adobe Photoshop, Premiere, Illustrator; Google Suite