



Nicholas Freeman

UNIVERSITY OF TAMPA ADVERTISING, PUBLIC RELATIONS AND COMMUNICATIONS

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PROFILE

I am a current student whose course work has broadened my scope of the industry. Coursework includes, but not limited to: crisis management, multi-media writing, content creation, and social media marketing.

SKILLS

Organized
Attentive to Detail
Communicative
Cultured
Sociable
Media Proficient
Adaptable
Social Media Consulting
Brand-Awareness
Target Marketing
Time Management
Punctual
Accountable
Resourceful
Self-Motivated
Flexible
Company Branding

WORK EXPERIENCE

RESIDENT ASSISTANT (RA)

Residence Life at the University of Tampa

Spring 2023- Present

- Organize, plan and host events for residents and staff.
- Work in a team setting to implement resourceful guidance and safe/inclusive housing environments for students.

FLORAL SHOP WORKER (SUMMER EMPLOYMENT)

*Eisele's Nursery and Garden Center
Oradell, NJ*

Summer 2021- Present

- Stock worker and crew member assisting customers with home installations, landscape design, planting, garden work, and organizing trees, bushes, plants, and equipment on site.

DESK ASSISTANT (DA)

*Student Accessibility and Academic
Support at the University of Tampa*

Spring 2022- Present

- Work as the front desk operator for the tutoring center at the University of Tampa, helping with scheduling appointments, operating with peers/students, and conducting office tasks.
- Work with prospective students and staff with different skill sets.

EDUCATION

AUG 2021 - Present

The University of Tampa

Bachelor of Arts in Advertising and Public Relations
Communications Minor

AWARDS AND CERTIFICATIONS

- Deans List
- Stukent Marketing Certificate
- National Honor Society

COURSE EXPERIENCE

Design Thinking

- Implement design thinking processes and brand management for specific clientele.
- Work with local businesses in rebranding their current business identity.

Media Writing

- Have experience writing for multiple media channels including news stories, journalism and public relations.

Principles of Advertising

- Create social media content for multiple media platforms including Instagram, TikTok, YouTube, Twitter and Facebook for many brands.
- Wrote copy for social media advertisements including using hashtags, tagging, comments and mastering the brand voice.

Principles of Public Relations

- Crisis management
- Curated media kits including press releases, media advisories etc;

Writing for PR

- Worked with the Humane Society Tampa Bay and implemented marketing tactics and completed a full media kit.