



MICAH NELSON

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SUMMARY

Highly skilled digital creative specializing in social media management, brand strategy, SEO, and graphic design. Experienced in implementing unique strategies for engaging content and captivating visuals. Demonstrated expertise in University of North Georgia's marketing (auxiliary services & athletics) and freelance work. Working towards mastery in SEO and keyword research. Proven ability to react swiftly in fast-paced environments and stay ahead of digital trends.

EDUCATION AND TRAINING

BBA Digital Marketing *Expected in 12/2024*
University of North Georgia

PORTFOLIO

- micahnelson.net

RELATED EXPERIENCE

Search Engine Optimization Specialist / Institute for Global Transformation *04/2024 - Current*

- Developed and executed SEO strategies to increase website visibility and organic search engine rankings
- Collaborated with webmaster on website design to maximize accessibility and on-page SEO
- Conducted keyword research to identify potential target phrases for on-page optimization
- Tracked changes in SERP rankings by monitoring monthly reports using various analytics tools like Google Analytics

Creative Services Intern / University of North Georgia Athletics *01/2024 - Current*

- Managed a community of 51,000 followers across several social media platforms that result in over 10 million impressions annually.
- Responsible for live tweeting sporting events and creating content for Instagram reels and stories
- Monitored social media channels for customer inquiries, comments, and messages, providing timely responses and customer support.
- Assisted with Photography, Videography, and Graphic design to promote a positive game day experience

Social Media Manager / Total LA Galaxy *01/2022 - Current*

- Crucial in growing the Instagram account to over 10,000 followers using infographics, IG reels, and TikToks
- Managed Instagram account that averages over 100,000 accounts reached per month
- Assisted in developing social media content calendars and strategies to increase brand visibility and engagement
- Collaborated with local artists and creators to create scroll stopping content for brand accounts
- Monitored and analyzed key performance indicators (KPIs) to assess campaign effectiveness and inform future strategy adjustments

Marketing Intern / University of North Georgia Auxiliary Services *04/2023 - 08/2023*

- Responsible for creating graphics that rebranded UNG Auxiliary Services for the 2023 Fall Semester
- Working with Coca-Cola United, Barnes & Noble, and Passio Go, led 3 successful campaigns on social media (10,000+ interactions)
- Created over 50 graphic assets for social media platforms, maintaining brand consistency
- Responsible for growing UNG Bookstore's Instagram account by 15% in terms of followers
- Wrote blog posts and generated brochures targeting students, staff, and parents for upcoming campaigns

SOFTWARE

Digital Marketing Tools: Google Analytics, Google Ads, Meta Suite, Semrush, Sales Force,
Content Management Systems: Hootsuite, HubSpot, Sprinklr, Sprout Social
Design Software: Photoshop, InDesign, Canva, Premiere Pro, After Effects
Data Analysis Tools: Tableau, Microsoft Excel, SPSS

CERTIFICATIONS

- Semrush SEO Principles (2024)
- Google Ads Search Certification (2024)
- Google Ads Display (2024)
- Skillsoft: Community Management & Social Media (2023)