

NICK WARREN

nickwarrenerie@gmail.com • (724) 421-5862 • Erie, PA • newwavecrashing.com

WORK EXPERIENCE

Great Lakes Institute of Technology - Oct. 2022 – June 2024 - *Director of Marketing - Erie, PA*

- Overseeing all aspects of marketing for both GLIT and Toni&Guy Hairdressing Academy.
- Creating ads for digital marketing, television, print, and radio.
- Constructing a detailed budget in monthly, quarterly, and yearly terms.
- Maintaining payments and invoices for the finance department.
- Portrait and event photography and photo editing.
- Creating content, scheduling, and publishing all social media accounts for both schools.
- Graphic design, copywriting, total website construction and maintenance.
- Digital task automation setup and workflow streamlining via Zapier, Lively, VerityIQ, and more.
- Daily coordination with the admissions/sales department.
- Lead tracking and analysis via our student database.

Erie Reader - Nov. 2015 – Oct. 2022 - *Managing Editor - Erie, PA*

- Writing, revising, and copy editing pieces (most prolific author in publication's history).
- Overseeing issue content, online and in print; Planning editorial calendar.
- Supervising interns and team of freelance writers, involving hiring, dismissal, and job training.
- Establishing and enforcing deadlines; Running weekly editorial meetings.
- Creating and formatting cover designs (most prolific designer), illustrations, graphics, and photography.
- Facilitating sources and networking, conducting and transcribing interviews.
- Constructing a regular social media calendar; Content creation.
- Host of talk show *Endnotes with Nick Warren* through MenajErie Productions.
- Co-host of *Flagship Stories* podcast with Chris Lantinen through the NWPA Innovation Beehive Network.
- Representing the Reader via appearances on TV news and radio.
- Publishing and maintenance of all web content through custom CMS backend (Epic Web Studios).
- Event organization and planning (ex. 40 Under 40 Experience)
- Composing, coding, and scheduling weekly online newsletters via MailChimp.

Clover Technologies Group - Feb. 2013 – May 2015 - *Graphic Designer - Erie, PA*

- Drafted graphics for web and print as part of the marketing department.
- Oversaw branding guidelines for multiple ventures, including logo, copywriting, and business strategies.
- Built customized web pages via coding and programming.
- Collaborated on social media application, sales assistance, and email campaigns.
- Produced video and animated graphics.

JET-TV, FOX 66, and YourErie.com- Jul. 2007 – Feb. 2013 - *Graphic Artist - Erie, PA*

- Designed advertisements for television, web, and print.
- Worked with hundreds of unique local and national businesses, both commercial and nonprofit.
- Created graphics and formatting for two local television news affiliates.
- Maintained and organized a thorough database of client logos, web ads, and other materials.
- Established a thorough working knowledge of regional politics and local business infrastructure.

EDUCATION

Edinboro University - Graduated May 2007 - *Bachelors of Science, Applied Media Arts - Edinboro, PA*

- Concentration in Film and Animation. Student Art League, Animation Club, Etc.

General McLane - Graduated May 2000

- Activities included Band (Marching, Concert, Choral, and Jazz), Religious Organizations, Hi-Q, Art Club

SKILLS, INTERESTS, AND NOTES

- **Software Skills:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, InCopy, Premiere, AfterEffects, DreamWeaver, etc.), Office Suite (Word, Excel, Powerpoint, etc.)
- **Interests:** Guitar, podcasting, improv, drawing, painting, photography, theater (roles with Dramashop and PACA 2021, 2022), serving on Dramashop's Board of Governors, member of the Chroma Guild
- Music Organizer for Arts & Drafts at the Brewerie since spring 2018
- Guitar player with Jess Royer and Elle Taylor Band, musician with Academy Theatre
- Provided public art for a series of utility boxes for the Erie Arts & Culture Discovery Trail Project and Bayview Park and Pontiac Field signage for Our West Bayfront