



# MICAH NELSON

Atlanta, GA

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## SUMMARY

Marketing Specialist with 2+ years of experience in social media strategy, content creation, and brand development. Highly adaptable in fast-paced environments, with a strong willingness to learn and embrace new challenges. Skilled in Photoshop, HubSpot, Google Analytics, Mailchimp, and Hootsuite. Known for a creative, data-driven approach to problem-solving and continuous improvement.

## EDUCATION AND TRAINING

**BBA:** Marketing

12/2024

University of North Georgia

## PORTFOLIO

- [micahnelson.net](https://micahnelson.net)

## RELATED EXPERIENCE

**Social Media Specialist** / Top Notch Garage Door

01/2025 - Current

- Developed and executed a social media strategy across Facebook, Instagram, and LinkedIn to increase brand awareness and engagement.
- Created and managed content, producing 5+ posts per week to strengthen brand identity and connect with the community.
- Planned and optimized ads, managing a weekly budget to maximize ROI.
- Ran and monitored Facebook and Instagram ad campaigns, reaching 1200+ users and improving engagement.
- Tracked and analyzed key metrics biweekly, providing insights on engagement, reach, and conversions to refine strategy.

**Social Media Intern** / GA Followers

09/2024 – 12/2024

- Curated daily content for GA Followers' audience of over 680K Instagram followers, 650K Facebook followers, and 1.7M Twitter followers.
- Gained proficiency in Meta Business Suite to efficiently create, post, schedule, and manage content for increased brand visibility and engagement across large-scale social media platforms.
- Developed and presented a comprehensive social media strategy, including competitor analysis and influencer recommendations, based on content performance throughout the internship.
- Enhanced creative thinking, communication, and content creation skills, contributing to team discussions.

**Creative Services Intern** / University of North Georgia Athletics

01/2024 – 12/2024

- 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

**Digital Marketing Intern** / Goodwill of North Georgia

05/2024 - 07/2024

- Developed and presented a comprehensive sustainability campaign across digital platforms, enhancing the organization's online eco-friendly initiatives.
- Conducted a social media audit, providing actionable insights that improved content strategy and engagement across key social media channels.
- Initiated and launched the innovative "Color of the Week" video campaign, enhancing brand engagement and visibility on social media.
- Designed and created digital ads featured in the Atlanta Business Chronicle, showcasing innovative marketing strategies and increasing local media exposure.
- Gained hands-on experience in budgeting and strategic communications planning, contributing to the development of a comprehensive PR and marketing strategy.

**Marketing Student Assistant** / 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

## CERTIFICATIONS

- Hootsuite Platform Certification, Google Search and Display Ads Certification, Google Analytics 4