
NICHOLAS HARSIN

Los Angeles, CA

310.779.7315

nharsin@gmail.com

[LinkedIn](#)

[Portfolio](#)

Communications Program Management and Design

Seasoned Communications Program Manager and Designer with a 12+ year track record across technology, healthcare, and entertainment sectors. I bridge the gap between communications programs and design, crafting impactful solutions that engage stakeholders and inspire audiences, achieving strategic organizational goals. Exceptional writer and editor, adept at transforming complex topics into compelling content. Skilled media artist proficient in Adobe CS and Final Cut Pro X, with two decades of expertise in branding and film production. Proven track record of delivering innovative and visually captivating engagement solutions for diverse audiences. Prosci-certified Change Practitioner.

KEY COMPETENCIES & SKILLS

COMMUNICATIONS DESIGN • COHESIVE NARRATIVE ARCHITECTURES • CONSUMER-FACING MESSAGING, MATERIALS AND OMNICHANNEL CONTENT • ENGAGEMENT DESIGN • BRANDING • COMMUNICATIONS CAMPAIGN DEVELOPMENT • EXACTING EYE FOR DETAIL • DEVELOPING COMMUNICATIONS TOOLS, SYSTEMS AND PROCESSES AS COMMUNICATIONS SME • MEDIA ARTS AND COMMUNICATIONS MANAGEMENT • INFORMATION DESIGN • VALUE PROPOSITION FRAMEWORKS • DRIVING TRANSPARENCY AND ALIGNMENT ACROSS TEAMS • MANAGING CONSISTENT VOICE ACROSS OMNICHANNEL ASSETS • **PROSCI CGM CERTIFIED CHANGE PRACTITIONER**

PROFESSIONAL EXPERIENCE

CBRE GROUP, LOS ANGELES, CA

05/2023 – PRESENT

COMMUNICATIONS PROGRAM MANAGER: Oversaw the conception, design and execution of comprehensive global communications initiatives for a leading Fortune 10 technology client based in Mountain View, CA. Directed multi-channel programs aimed at enhancing stakeholder engagement and fostering employee alignment. Implemented streamlined communication processes to facilitate the timely dissemination of critical information on artificial intelligence and data center construction across internal teams. Produced compelling content derived from intricate subject matter, driving measured shifts in audience behavior. Managed multiple large-scale projects concurrently, exercising autonomy to innovate and collaborate closely with leadership to deliver engaging, inspiring and highly creative assets. Developed and implemented effective change management strategies to ensure seamless execution.

KEY COMPETENCIES: CORPORATE COMMUNICATIONS, NARRATIVE ARCHITECTURE, MARKETING, DESIGN CREATIVE, CONTENT PROMOTION

Created an effective global communications strategy for internal stakeholder comms across all 5 regions of the world

- Devised and executed internal engagement initiative campaigns for 12 multi-national Partner Teams
- Created transformative digital assets: promotional videos, pitch decks, landing pages and whitepapers

KEY COMPETENCIES: EMPLOYEE ENGAGEMENT, INTERNAL COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT MANAGEMENT

Built and organized internal systems and processes to keep stakeholders aligned on comms priorities

- Created a variety of internal assets to drive employee engagement and indoctrinate company culture
- Worked with leadership / exec team to shape effective global communications strategies and campaigns

KEY COMPETENCIES: CHANGE AND TRANSFORMATION MANAGEMENT, STAKEHOLDER ANALYSIS AND MANAGEMENT, INITIATIVE CREATION

Drove communication activities to support transformation, change management and culture initiatives

- Built change management plans and trackers to methodically apply Prosci ADKAR principles to org'l changes
- Engaged with individual stakeholders and critical teams to inform, engage and provide tailored guidance

ORAL IQ, WEST HOLLYWOOD, CA

04/2018 – 05/2023

SENIOR MARKETING & COMMUNICATIONS MANAGER: Created engaging consumer-facing marketing media campaigns, physical product design interfaces, packaging layouts and external communications plans for improving new product knowledge and boosting sales. Authored effective communications strategies for delivering omnichannel assets leveraging best practices including press releases and assets, digital video and graphical content, social content, blogs

etc. Executive and strategic messaging advisor, writing speeches and video scripts for leadership as well as ghost writing emails and hard-copy correspondence. Sourced stories, omnichannel content for internal employee campaigns.

KEY COMPETENCIES: PRODUCT MARKETING DESIGN, COMMUNICATIONS DESIGN, INFORMATION DESIGN, PRODUCT INTERFACE DESIGN
Developed company ethos and identity into tangible product and marketing experiences

- Worked with CEO to develop a unified product design language, integrating company ethos and branding
- Designed beautiful, relevant product packaging layouts, oversaw user manual and other document designs

KEY COMPETENCIES: CUSTOMER ENGAGEMENT, EXTERNAL COMMUNICATIONS AND CHANGE INITIATIVES, MARKETING COMMS PLANS
Managed external stakeholder engagement campaigns to educate future customers about new product lines

- Created product marketing videos, landing pages, banner ads and other promotional marketing materials
- Partnered with business leaders to co-develop targeted new customer communications to drive engagement

KEY COMPETENCIES: EXECUTIVE COMMUNICATIONS, PR, RELATIONSHIP DEVELOPMENT, TESTING, EXECUTIVE COMMUNICATIONS TRAINING
Developed engaging communications plans for increasing company relevance throughout the oral health industry

- Trusted advisor to executive leadership: wrote speeches, scripts, correspondence; advised on messaging
- Authored and edited press releases and associated PR materials, in partnership with external agency

THURSDAY AFTERNOON FILMS, LOS ANGELES, CA

04/2012 – 04/2018

MEDIA & COMMUNICATIONS MANAGER: Oversaw production of two feature films, 14 short films and six episodes of streaming television, from pre-pro through to final cut. Developed a comprehensive external communications plan for promoting Thursday Afternoon Films content, securing 20+ domestic and 7 international screenings. Served as line producer for 17 independent film projects overseeing production schedules. Digital editing duties of all kinds.

KEY COMPETENCIES: WRITING FOR MARKETING ASSETS, MARKETING THEORY, DIGITAL VIDEO COMMUNICATIONS, RECRUITMENT & HIRING
Increased new client inquiries and consultation appointments by creating video library of products and services

- Produced 22 original media assets: creating storyboards, devising story flow and authoring on-screen content
- Edited short films and videos in strategic coordination with directors with adherence to narrative requirements

KEY COMPETENCIES: MEDIA ARTS DESIGN, YOUTUBE AND FACEBOOK CAMPAIGNS, PRINT AND EMAIL MARKETING, COPYWRITING
Boosted new partner inquiries 10% YOY using email, social media, and print media marketing campaigns

- Collaborated with CEO to conceptualize promotions, giveaways and swag campaigns to promote projects
- Executed print marketing campaign in collaboration with external vendors from conception to design to delivery

KEY COMPETENCIES: NARRATIVE WRITING, PUBLIC SPEAKING, COACHING, PITCH DECKS, INTERNATIONAL RELATIONS AND COMMS
Amplified brand awareness into wider domestic and global markets including USA, Europe, and Middle East

- Ghost authored stakeholder correspondence to various film festivals and production companies
- Created pitch decks and presentation materials for external audiences featuring developed scripts and content

OTHER RELEVANT EXPERIENCE

| | | |
|-------------------------------------------------------------------|-------------------------------------------|------------------|
| CERTIFIED, CHANGE MANAGEMENT CERTIFIED CHANGE PRACTITIONER | PROSCI | 2023 |
| VOLUNTEER, LOS ANGELES PUBLIC LIBRARY, ADULT LITERACY PGM | ADULT ESL LEARNER PROGRAM | 2017-2020 |
| NATIONAL STUDENT ADVERTISING COMPETITION, TUCSON, AZ | HEAD OF COMMUNICATIONS, DIGITAL & WRITTEN | 2011-2011 |
| PARTICIPANT MEDIA, BEVERLY HILLS, CA | WRITING & PROGRAM PLANNING INTERN | 2011-2011 |
| E! ENTERTAINMENT TELEVISION, LOS ANGELES, CA | PROGRAM PLANNING & ACQUISITIONS INTERN | 2010-2010 |

EDUCATION

UNIVERSITY OF ARIZONA, COLLEGE OF COMMUNICATIONS & MEDIA, TUCSON, AZ

BACHELOR OF ARTS IN MEDIA ARTS (CUM LAUDE)

UNIVERSITY OF ARIZONA, ELLER COLLEGE OF MANAGEMENT, TUCSON, AZ

BACHELOR OF SCIENCE IN MARKETING (CUM LAUDE)