

NIKO YAITANES

EDUCATION

Boston University, Boston, MA **May 2019**
Bachelor of Science in Mass Communication; Concentration in Cinema and Media Studies
Study Abroad Programs: Boston University London Summer 2016; Los Angeles Spring 2018

Certifications

Developer Certification, Responsive Web Design (300 Hr. Certification HTML + CSS) **April 2019**
HubSpot Inbound Marketing Certification **July 2019**
Google Search Advertising Certification **July 2019**

WORK EXPERIENCE

Harvard University, *Harvard Magazine* Cambridge, MA **September 2020- Present**
Multimedia Producer

- Produce a bi-monthly print magazine targeting Harvard University alumni and staff (260k circulation)
- Spearhead art for online articles: acquire, design, and upload content to the website
- Create and produce multimedia content to complement editorial (audio, photo, video, interactive graphics)
- Responsible for website production and content management: Transfer print contents to the website
- Schedule, record, edit, and upload Harvard Magazine's podcast, "Ask a Harvard Professor"
- Produce emails using HTML and CSS to edit and design email campaigns in Mailchimp
- Act as a vital member of the Digital Strategy Committee: develop ways to increase web traffic, use google analytics to review online performance, present data to the group, and work with subcommittees to create best practices and implement changes.
- Plan, schedule, social posts on Twitter, Facebook, Instagram, TikTok
- Generate contracts for all independent contractor writers for the magazine; facilitate supplier onboarding

Restore Body Balance, Brookline, MA **July 2017- Present**
Design Strategist, Marketing Consultant (formerly Social Marketing Intern)

- Create digital and print advertising campaigns using Adobe Creative Cloud; track their performance
- Produce, cohost and distribute weekly podcast on integrative medicine
- Design book cover, page layout, and assist in the book publishing process

Boston University Professional Education Programs Boston, MA **September 2018- May 2019**
Marketing Manager- Student Position

- Conducted lead generation to enhance the quality and success of the professional seminars
- Designed print marketing flyers for professional seminars using Adobe InDesign
- Created targeted email marketing blasts for professional seminars using Active Campaign CRM

Boston University CADER (Center of Aging and Disability Research), Boston, MA **May 2018- May 2019**
Marketing Coordinator- Student Position

- Managed email marketing blasts for over 35,000 clients via Active Campaign Marketing CRM
- Redesigned all email templates for mobile responsiveness; led to 35% increase in open rate

Research Assistant **Fall 2016- May 2018**

- Conducted QA on all online courses and certificate programs
- Built segmented marketing lists using Microsoft Excel and ActOn Marketing CRM

Revelation Management (Division of Red Light Management), West Hollywood, CA **February 2018- May 2018**
Digital Media Intern

- Designed tour posters and updated artist profiles and websites using Adobe Creative Cloud
- Interpreted social analytics to build weekly reports and track follower growth
- Researched ongoing projects including brand partnerships, artist tools and promotions

Live Nation Entertainment, Beverly Hills, CA **January 2018- May 2018**
Social Marketing Intern

- Maintained over 40 Live Nation Social Communities (Facebook, Twitter, YouTube) with a small social team
- Edited tour content including interview copy, audio and video liners, and live footage
- Scheduled social publishing calendars and contributed to content management and distribution

COMPUTER SKILLS: Adobe Creative Cloud, HTML, CSS, Graphic Design, Active Campaign CRM Marketing, ActOn CRM Marketing, Hubspot, Photoshop, Illustrator, Adobe Premiere, Final Cut, After Effects, and Motion