

# NADIA CARMON

## SOCIAL MEDIA | CONTENT WRITING | WEB DEVELOPMENT

### Summary

Junior web developer and content strategist with 8 years of experience leveraging visual branding, content marketing strategies, and fullstack development to help brands articulate their message in the digital landscape.

### Experience

**The Urban Wild**  
Digital Content Manager

New York, NY  
Aug. 2018 to Current

**Forbes Contributor**  
Ghostwriter

New York, NY  
Aug. 2018 to Current

Writing at the intersection of technology, education and entrepreneurship.

**DLG Bro**  
Marketing Specialist

New York, NY  
Aug. 2018 to Current

- Network with micro-influencers and media outlets in the gaming world to co-author content that can be shared across social media channels, such as Youtube, Instagram and Twitter
- Develop creative online and offline marketing campaigns to reach the indie gaming community and gamers of color
- Track content performance across multiple channels, report and communicate key learnings and optimize approach based on findings

**GrantAnswers**  
Web Development Intern

New York, NY  
Feb. 2018 to Current

- Redesign homepage of GrantAnswers to better reflect its products and services in the career & college readiness space by aligning wireframes and design proposals with branding guides
- Create a new landing page for KeyJargon in preparation for the Fall 2018 relaunch which involves securing additional funding, marketing to colleges & universities nationwide, and re-engaging +2000 users
- Curate targeted social media content to direct followers to visit the redesigned website

**Wet Ink Press Co**  
Founder/Independent Freelance Branding

2016 to Current

- Writing engaging content/copy about independent artists and brands in arts & entertainment and technology. Most shared articles (self-published): Low Budget, High Art: An Interview with Indie Filmmaker Jeremiah Kipp (Shared 137 times) and Dystopia Now: An Interview with Indie Filmmaker Javier Espinoza (Shared 79 times).
- Networking with media outlets and publications to pitch and coordinate on digital or print syndication
- Writing screenplays to be acquired and developed by filmmakers or film production companies

**Scentbird**  
Customer Support Agent (Social Media)

New York, NY  
2017 to 2018

- Responding to inquiries from current and prospective customers via Twitter, Facebook and Instagram while being attentive to principles of reputation management and customer satisfaction

**Digital Branding Institute**  
Content Writing Intern

2016 to 2017

- Wrote SEO-optimized content about trends in digital branding and marketing. Most shared articles: How To Use Small Business Hashtags To Promote Your Brand (Shared 554 times) and 5 Ways To Protect Your Company Reputation On Social Media (Shared 272 times).
- Developed social media campaigns that serve as a visual companion to blog content

**My Spice Sage**  
Sales Manager Assistant, Temporary Bookkeeper

Yonkers, NY  
2015 to 2017

- Increased revenue by leveraging customer service and product knowledge to upsell.
- Cold called/followed up with prospective businesses to qualify leads on potential sales
- Settled the previous's day's revenue for Zenobia/Nutsonthenet.com and My Spice Sage using an online queue, Paypal Manager, Braintree, Microsoft Dynamics GP and Magento (as temporary bookkeeper)
- Manually totaled the sums for the daily report; which includes the new accounts receivables, sales, collections, withdrawals and deposits (as temporary bookkeeper)

### Contact

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🌐 </Portfolio2/index.html>

📍 New York, NY

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🔗 [NadiaBCarmon](#)

### Skills

#### LANGUAGES AND FRAMEWORKS

ReactJS

Javascript

HTML5

CSS3

Italian (Intermediate)

#### PLATFORMS AND SOFTWARES

Git/Github

Hootsuite

Trello

Slack

Sprout Social

Zendesk

### Education

#### New York Code + Design Academy

NYC Web Development Fellowship 2018

Chosen from a pool of over 1200 applicants. A 14-week full-time intensive course on the fundamentals of front and back-end development.

#### NYC Tech Talent Pipeline's Bridge-To-Tech Program

Bridge-To-Tech Web Development Fellow 2017

Participated in 60+ hours of coding instruction and 20+ hours of professional development workshops

Attended post-program programming at The Knowledge House during a 90 day period, which included additional coding work sessions and career readiness check-ins

#### Fullstack Academy

Bootcamp Prep 2018

Participated in 48 hours of coding instruction that included pair programming workshops and lectures.

#### The Knowledge House

Technology Fellow 2018

Participated in 96 hours of coding instruction and 48 hours of career development instruction

### Activities

#### Immigration Heritage Month Hackathon

A 6-person team effort that resulted in an MVP platform which connects vulnerable populations to immigrant advocates via organizations.