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
Developing content marketing strategies and protocols for email and social copy

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, media outlets and online communities 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

Nadia Carmon Inc
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

- nadiabcarmon@gmail.com
- /Portfolio2/index.html
- New York, NY
- in www.linkedin.com/in/nadiacarmon/
- 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.