

Nicholas Gelineau

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Education

University of Rhode Island (2022-2025)

Major: Marketing
Awards: Cum Laude, Dean's list
Marketing GPA: 3.6

Hofstra University (2021-2022)

Major: Marketing
Awards: Dean's scholarship, Dean's list
Marketing GPA: 3.6

Experience

Lovely Little Melodies – Marketing Manager

May 2025 - Present

- Working in a team of 4 to produce social media content, sell new products to customers, moderate social media accounts and working with the founder to develop and assist in developing new revenue streams.
- This position has taught me the importance of analysis in the marketing industry. By analyzing what similar creators in this space are doing and the followers' reactions on the various accounts I can react to that new information and implement it into the marketing strategy to product higher quality engagement.

Martini Talent – Marketing Intern

May 2024 – August 2024

- Worked with another intern to develop a clear brand story that remained consistent across all social media platforms.
- Created a social media presence from scratch including helping design the logo, develop the digital marketing strategy, and designing all the social media posts.
- This experience was very self-lead, we were not given much if any direction, so it taught me the importance of having regular meetings with the people in your team not only to stay up to date with that they are doing but to also bounce ideas off each other.

CertaPro Painters – Social media Marketing Intern

May 2023 – August 2023

- Creating social media posts, videos, and images.
- Sales experience through door-to-door marketing.
- On site videography.
- Working with management to develop a more efficient and effective marketing strategy via targeted social media advertisements.
- This experience introduced me to working in a professional marketing environment which in turn taught me marketing strategy and graphic design.

Block Island Ferry – Freight Manager

2016 - 2019

- Working in a team of 4-5 to meet hourly deadlines.
- Interacting with customers via selling personal storage boxes and conflict resolution.
- Clear and efficient communication with customers when helping them back their vehicles onto the ferry.
- This experience taught me valuable lessons about time management, customer service, and personal responsibility in the workplace.

Skills

- Technical:** Adobe Creative Cloud, CSS, Figma, HTML, Microsoft Suite.
- Certifications:** Microsoft Office: Excel Associate (Office 2019), Fundamentals of Digital Marketing (Google Digital Academy), Google Ads Search (Google Digital Academy), Google Ads Creative (Google Digital Academy).
- Durable skills:** Effective communication in a team environment, Team Player, Adaptability, Meeting Deadlines, Working under pressure, Customer Service, Time Management, Written Communication, and Problem Solution.

Academic Projects

Special Topics in Marketing – Product lifecycle of a water bottle

- Collaborated in a team to develop and lead a 45-minute class presentation on the environmental impact and life cycle of a water bottle, including a proposed marketing campaign to raise awareness.

Marketing Communications – Lululemon Rebrand

- Worked in a team to analyze Lululemon's brand and marketing strategy, presenting a revamped approach with redesigned ads and a new website landing page.

Strategic Marketing Management – Case Studies

- Completed 8 case studies analyzing real business challenges and presented recommended solutions through concise slideshow presentations.