

# Nick Pomes

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Creative, dedicated communications professional with 8+ years of experience. Skilled at storytelling, social media marketing and digital content creation that drives community engagement and brand recognition. Eager to leverage my expertise in strategic communications to benefit innovative organizations.

## Work Experience

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### University of Houston

*Director, Social Media* | July 2024 – Present

*Senior Manager, Social Media* | October 2021 – July 2024

*Social Media Specialist* | December 2019 – October 2021

- ▶ Guided the UH Instagram account to a No. 9 national ranking in engagement among all Division I universities in 2025, according to Rival IQ.
- ▶ UH ranks No. 1 in 2025 Rival IQ rankings for overall social media engagement in Texas compared to all other public and private schools.
- ▶ Expanded the combined social media audience to over one million users, marking a significant increase in reach and engagement.
- ▶ Oversee and lead the university's social media team, guiding strategies, content creation, and daily operations to enhance UH's online presence and engagement.
- ▶ Manage a comprehensive content calendar to coordinate projects and execute timely marketing campaigns.
- ▶ Create and curate original, high-quality content for flagship University of Houston social media profiles, effectively communicating the UH story.
- ▶ Optimize content for visual appeal and engagement, tailoring formats for peak performance across major social media platforms such as Instagram, Facebook, LinkedIn, X, Threads and Bluesky.
- ▶ Edit and produce a variety of branded still and motion graphics, enhancing visual storytelling on social media.
- ▶ Analyze content performance continuously, utilizing data-driven insights to refine and improve social media strategies.
- ▶ Utilize social listening tools to monitor and analyze social media activities, informing leadership of community sentiment, especially during crises.
- ▶ Stay aware of evolving social media trends to ensure our strategy remains cutting-edge and relevant.

### Freelance Media Business

*Nick Pomes Videography & Photography* | June 2016 – 2019

- ▶ Provided portrait and event photography for clients, including graduation sessions and special occasions.
- ▶ Delivered professionally edited photos and videos tailored to client needs and style preferences.
- ▶ Managed all aspects of the business, including scheduling, client communication and editing.

### University of Houston Athletics

*Creative Video Assistant* | July 2016 – December 2019

- ▶ Traveled extensively with football team to record, produce and edit dynamic video content tailored for social media platforms, enhancing team visibility and fan engagement.
- ▶ Played a key role in creating captivating content for the stadium video board, including the team's game day intro video and various cinematic hype videos, significantly contributing to the fan experience and atmosphere during games.

## Education

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### University of Houston

*Bachelor of Arts in Communication, Media Production*

## Skills

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Social Media Management (Instagram, Facebook, LinkedIn, X (formerly Twitter), Threads, Bluesky), Social Media Analytics (Sprout Social, Meltwater), Content Strategy, Digital Marketing, Crisis Communications, SEO, Audience Engagement, Analytics Reporting, Multimedia Production (Photography, Videography, Motion Graphics), Adobe Creative Suite (Photoshop, Lightroom, Premiere Pro, Illustrator), Final Cut Pro, Motion 5, Strategic Planning, Collaboration, Branding and Identity Development, Visual Storytelling