NEHEMIAH 'NEMO' CIONELO

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PROFESSIONAL SUMMARY

Marketing Technology Specialist with Computer Science degree and proven track record bridging technical development and marketing execution. Developed production web application serving 240+ operational hours with full-stack implementation (JavaScript, HTML/CSS, SQL). Grew organic social media to 250K+ followers through data-driven content strategy. Proficient in AI-assisted development workflows, marketing automation, and technical problem-solving.

TECHNICAL SKILLS

- Programming & Web Development: JavaScript, HTML/CSS, SQL, Python, Java, RESTful APIs, Google Apps Script
- Marketing Technology: SEO, Google Analytics, Social Media Analytics, Marketing Automation, Content Management Systems
- Development Tools: Git, AI-Assisted Development, Prompt Engineering, Version Control, Agile Workflows
- Design & Content: Adobe Creative Suite, Video Editing, Graphic Design, Responsive UI/UX, Content Strategy
- Data & Analytics: Database Design, Data Analysis, Performance Optimization, Caching Strategies, A/B Testing

PROFESSIONAL EXPERIENCE

Full-Stack Developer (Freelance)

Tutoring Services Company | Remote | Aug 2024 – Dec 2024

- Architected and deployed production web application with JavaScript, HTML/CSS, and Google Apps Script serving 240+ operational hours with RESTful API backend and responsive UI frontend
- Implemented advanced features including session management, role-based authentication, data caching (90KB optimization), lazy loading, and real-time data synchronization across multiple data sources
- Designed AI-assisted development workflow using structured prompt engineering to accelerate delivery while maintaining full ownership of system architecture and technical decisions
- Optimized performance to achieve sub-0.5 second load times through strategic caching, pagination, and efficient data retrieval patterns
- Maintained comprehensive technical documentation including version control, changelogs, and API specifications
- Technologies: JavaScript, HTML/CSS, RESTful APIs, SQL, Google Apps Script, Git, AI-Assisted Development

Graduate Intern – Recreation and Sport Management

Coastal Carolina University | Conway, SC | Jan 2025 – May 2025

- Developed and executed social media marketing strategies for Division I Track and Field program, creating content calendar and analyzing engagement metrics
- Produced high-performing video content and graphics using Adobe Creative Suite, optimizing for platform algorithms and audience engagement
- Implemented SEO strategies and data analysis workflows to track campaign performance and inform content decisions

- Managed internal communications and coordinated media teams at competitions, demonstrating cross-functional collaboration
- Collaborated with coaches using Microsoft Suite for project coordination and documentation

Student Media Associate

Coastal Carolina University | Hybrid | Nov 2023 – Apr 2024

- Created and edited short-form video content for athletics social media, producing organic high-performing videos for basketball programs
- Utilized video post-production tools to create hype montages, game summaries, and athlete features aligned with branding guidelines

Student Social Media Associate

University of New Mexico, Communications and Marketing | Albuquerque, NM | Jul 2021 – Jul 2023

- Grew UNM TikTok from 7K to 17K followers (+143%) and created highest-performing videos for UNM's Instagram through data-driven content strategy
- Developed and executed integrated marketing campaigns using SEO, lead generation, and data analytics to drive engagement
- Managed content calendar and analyzed social media algorithms to optimize posting strategy and maximize organic reach
- Produced multimedia content including video editing, scripting, filming, and graphic design using Adobe Creative Suite
- Demonstrated proficiency in content management systems (Sprout Social, Notion) and workflow optimization

Content Creator & Social Media Strategist

@itsnemo.mp4 (Personal Brand) | Remote | 2019 – Present

- Built and maintain organic following of 250K+ across TikTok (200K+) and Instagram (50K+) through consistent content strategy
- Monetized platform through NIL partnerships, sponsorship deals (ongoing nutrition sponsorships), and merchandise sales
- Analyze platform algorithms, engagement metrics, and audience insights to optimize content performance and growth
- Create lifestyle, comedy, and athletic content demonstrating storytelling, video production, and brand-building skills

EDUCATION

Master of Science – Recreation and Sport Management

Coastal Carolina University | Conway, SC | Aug 2023 – May 2025

- Focus: Sports marketing, event management, and organizational leadership

Bachelor of Science – Computer Science | GPA: 3.62 | cum laude

University of New Mexico | Albuquerque, NM | Aug 2019 – Dec 2022

- Honors: UNM Scholars, Mountain West Scholar-Athlete, Academic All-Conference, 2022 Inspiring Graduate
- Relevant Coursework: Software Engineering, Computer Networking, Operating Systems, Data Structures & Algorithms, Design of Large Programs

- Key Project: Developed forensics database for UNM Office of Medical Investigator with team - designed SQL database architecture and web application frontend from technical specifications

ADDITIONAL EXPERIENCE & LEADERSHIP

Mathematics Tutor

Angwin Academy | Remote | Jun 2024 – Present

- Tutor SAT/ACT prep, math, science, and history for students grades 6-12, developing tailored communication strategies

Computer Science Peer Tutor

University of New Mexico | Albuquerque, NM | Sep 2021 – May 2022

- Taught computer science concepts to college students, demonstrating technical communication and instructional skills

Division I Student-Athlete – Track & Cross Country

UNM & Coastal Carolina University | Various | 2018 – 2025

- Balanced rigorous academic (3.62 GPA), athletic, and professional commitments while working multiple jobs
- Developed elite-level time management, discipline, and goal-setting skills transferable to professional environments