

NICHOLAS C. WITWER

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EDUCATION

University of Oklahoma

Bachelor of Arts, 2012

- ◆ Major: Journalism
- ◆ Minor: Communications

SIGNIFICANT COURSES:

Public Relations

Wrote PR copy for media (still used today), including news, feature stories, photo captions, public broadcasts, telecasts, speeches, and letters.

Purchasing & Buyer Behavior

Evaluated consumer and organizational buying, decision-making frameworks, IT, and environment in formation of marketing strategy.

Advertising Campaigns

Practiced the effective development of full lifecycle advertising and marketing campaigns, including market research, creative development, branding, and pitch delivery.

SIGNIFICANT PROJECTS:

Raising Cane's Chicken Fingers

- ◆ Chosen as creative developer in 6-member mock agency; established "Perfect Match" concept, and theme, for Raising Cane's advertising campaign.
- ◆ Selected as winner out of 7 agencies; campaign retained for future use.

Wristwatch Market Analysis

- ◆ Researched/compiled complete market summary for wristwatch industry, including market trends, future predictions, competitors, demographics, strengths, and weaknesses.
- ◆ Received "A" for project with minimal correction.

MARKETING & PUBLIC RELATIONS

Dynamic and energetic developer of creative marketing and public relations campaigns.

Talent for public speaking, strategy development, event coordination, and client communication with entrepreneurial and "out-of-the-box" approach.

- ◆ SEO
- ◆ Social Media
- ◆ Strategy Development
- ◆ Creative Design
- ◆ Team Leadership
- ◆ Public Speaking

OAK CITY COMEDY

Oklahoma City, OK
(2013)

Social Media Specialist

- ◆ Conceptualized, built, and launched social media presence for Oak City Comedy.
- ◆ Gathered and analyzed data from social media accounts turning it in to valuable insight to grow Oak City Comedy.
- ◆ Managed marketing calendars with online activity to track peak interaction and advertising time with show attendees.
- ◆ Wrote and distributed press releases to local media while maintaining favorable relationships with media leaders.
- ◆ Presented social media statistics showing how social channels are growing the brand when added to the marketing communication mix.
- *Increased show attendance by 150%*

DIGO ADVERTISING AGENCY

New York, NY
(2011)

Advertising/Marketing Intern

- ◆ Provided support to branding, advertising, and marketing teams, delivering creative ideas for client objectives. Conceptualized and recommended guerilla marketing techniques for "high-class" market segment.
- ◆ Organized PR events, securing locations, demonstration models, and DJs.
- ◆ Developed "Secret Agent" marketing campaign, including special edition briefcase, product, and promotional giveaways.
- ◆ Attended client meetings to observe interaction and pitch process.
- *Elected as leader of intern group, directing creative think-tank sessions and developing campaign. Led pitch to mock Digo clients, successfully selling campaign and winning faux contract.*

ADULT SWIM

Norman, OK
(2009 to 2010)

Campus Marketing Manager

- ◆ Create, distribute, and publicize materials related to Adult Swim programming and upcoming Campus Block Party.
- ◆ Evaluate market to determine proper communication strategies for an increase in Adult Swim brand awareness.
- ◆ Identify talents and solicit assistance from team members as needed, delegating tasks and promoting sense of responsibility among team members.
- ◆ Managed relationships with leaders of local media to ensure positive coverage of the Adult Swim Campus Block Party.
- *Launched communication tactics, achieving improved Adult Swim brand awareness and Campus Block Party attendance with applied marketing principles and strategies.*