

# Nikole Rajgor

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## EDUCATION

### Hunter College

New York, NY

B.A in Media Studies & Journalism, Minors in Psychology & Public Policy (2021-2025) | GPA: 3.8

- **Awards:** Recipient of The New York Times College Scholarship, Recipient of The Peter F. Vallone Scholarship, Dean's List Honoree
- **Organizations:** Eva Kastan Grove Fellowship Program, JFEW Eleanor Roosevelt Scholars Program

## LEADERSHIP EXPERIENCE

### The City University of New York Central Office

New York, NY

Marketing Strategy Assistant

June 2025 - Present

- Project manages a cross-functional team of 20 to strategize and develop full-scale print and digital ad campaigns, as well as oversee the production of content for Instagram (@cunybystudents and @cunyalumni), YouTube and TikTok.
- Produce photos, write messages and contribute to the design strategy for the university's \$2 million subway ad campaign.
- Conceptualize and develop ad copy, commercial scripts, and shot lists for video profiles targeting diverse student populations that have garnered over 1 million views across Hulu, YouTube and Instagram.
- Lead producer of two digital video series ("Classmates to Soulmates" and "Clubs at CUNY")
- Manage and organize students across all 26 colleges to vlog about their CUNY experiences to increase engagement for prospective students and high school seniors on YouTube.

### The Envoy, Hunter College

New York, NY

President & Editor-in-Chief

August 2021 - June 2025

- Lead editorial operations for a team of over 20 student journalists, overseeing and producing content production for campus and local news.
- Develop and execute strategies to increase readership and engagement, including introducing multimedia content, expanding to TikTok and boosting Instagram following from 300 to 1,000.
- Facilitate weekly editorial meetings, edit articles in accordance to AP Style, manage budget and staff payroll.

## WORK EXPERIENCE

### Freelance Journalist

New York, NY

September 2025 - Present

- Contributing reporter to *Upper East Site*, *The Polis Project* and *The Nation*, covering hyper-local metro news within the Upper East Side, as well as large-scale reporting on New York politics and youth activism.
- Experience with writing breaking news stories, obituaries and long-form reporting.

### The Nation

New York, NY

Writing Fellow

April 2024 - December 2024

- Report on U.S. politics, youth voter turnout, and post-election legislation, focusing on how political strategies impact young voters.
- Work collaboratively with other fellows to produce long-form articles and profiles of youth-led voting organizations.
- Research and write about policy issues affecting students and the broader political landscape, contributing to *The Nation's* national readership.

### Ford Foundation

New York, NY

Civic Engagement & Government Intern

June 2024 - August 2024

- Selected out of an applicant pool of 400 to be in a cohort program where we attended various learning sessions to understand the structure of philanthropy (such as grantmaking, legal services, how Ford manages their \$16 billion endowment, etc.).
- Created materials (i.e infographics and educational cards) for the CEG department and provided support with administrative tasks related to Ford's biennial "World Wide Meeting."
- Managed Customer Relationship Management (CRM) system for the CEG department by adding new individuals and organizations, clearing up duplicates and teaching the rest of the office on how to utilize the CRM for these purposes as well as other functions such as event planning.

### CUNY Communications & Marketing

New York, NY

Editorial Intern & Digital Media Intern

October 2023 - May 2025

- Blog writer for *CUNYVerse*, which covers student profiles, news and culture across all 25 CUNY campuses.
- Wrote "CUNY Callout" student profiles, headlines, upcoming events, and internship opportunities for CUNY Weekly newsletter, which has a readership of 400,000 students and faculty.
- Collaborated with the press secretary and communications team to draft press releases, university statements, social media content, and Background / "Run of Show" documents for the Chancellor.

- Student lead for @cunybystudents Instagram and @cunyedutiktok, creating content and weekly content schedule, as well as growing the audience of both platforms by over 20,000 followers

**Secret NYC**

**New York, NY**

*Staff Writer Intern*

*January 2023 - May 2023*

- Utilized SEO-writing to publish 17 articles and create social media content centered around NYC entertainment, top news and events for 2 million followers.
- Organized message requests, press invitations, and responded to media inquiries.
- Filmed, scripted and modeled in Primark sponsorship content for Instagram, TikTok & Facebook.

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**SKILLS**

**Digital Media:** Instagram, TikTok, Pinterest, YouTube, Facebook Meta Business Suite, Airtable, Basecamp

**Design & Editing:** Adobe Photoshop, Lightroom, Illustrator, Premiere Pro, Canva, CapCut

**Writing & Editorial:** AP Style, Broadcast Writing, Copywriting, Content Strategy

**Web & CRM Tools:** Wordpress, Wix, beginner HTML experience, CRM Systems (e.g., Salesforce), Google Applications

**Multimedia:** Canon XA30, Sony

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