



NICK MILES

CREATIVE WEB DEVELOPER

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MY BACKGROUND

I am an accomplished creative brand specialist with a strong desire to further advance my programming skills as a web developer.

PROFESSIONAL SKILLS

html, css, javascript, React, Node, Express, Firebase, MongoDB, Photoshop, Lightroom, Illustrator, Google Analytics, Facebook Business Manager, Wordpress, Social Media Management, SEO, Powerpoint, Excel, Final Cut Pro, Adobe Premiere, Adobe After Effects

WORK BACKGROUND

Brand Specialist

Pacific BMW | 2017-present

- Spearhead social media strategy and manage Instagram, Facebook, Twitter, and YouTube accounts
- Ideate and create SEO optimized content and publish through Wordpress and social media
- Develop bespoke email marketing campaigns with custom creative assets and clean html and css
- Strategize alongside and manage vendors, ensuring all marketing tactics adhere to national standards
- Analyze and present data showcasing the success of social campaigns to Executive Team
- Creative graphic design of logos, graphics, advertisements, flyers and other multi-media assets
- Curate brand aesthetic to cultivate a unified brand presence online, in print, and in store

Photo Media Specialist

Pacific BMW | 2016-2017

- Meticulously captured and amplified features of new and used fleet inventory through photography
- Polished, stylized, and edited photographs to be published on BMW's website and social media platforms
- Partnered across departments to consolidate resources for timely completion of targeted goals

Loaner Fleet Manager

Pacific BMW | 2014-2016

- Orchestrated the flow of incoming and outgoing vehicles in Pacific BMW's extensive service loaner fleet
- Fostered the development of team members to ensure the continued efficiency of the department
- Resolved customer issues to boost overall dealership satisfaction ratings
- Creative design and implementation of vehicle accessories, including banners, stickers, and key tags

Development Intern

Mandeville Films | 2012-2014

- Evaluated and wrote coverage for screenplay, short film, novel, graphic novel and short story submissions
- Explored and developed story ideas for both film and television

Tracking Assistant

Variety Insight | 2011-2012

- Coordinated the expansion of digital projects database to over 3,000 current and in-development projects
- Executed the setup and launch of Flix Tracker motion picture tracking database
- Monitored and edited online database to ensure accurate and timely information

EDUCATION BACKGROUND

University of Michigan

Web Development & Coding Specialization, 2021-2022

California State University, Long Beach

Bachelor of Arts, Magna Cum Laude 2006-2010
Film and Electronic Arts