

NICK HOKE



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PROFESSIONAL PROFILE

As a motivated marketing professional, my goal is to advance organization strategies in delivering engaging content and digital media. In my professional tenure, my primary responsibilities have been spearheading of the marketing and branding efforts for the International Headquarters of Theta Chi Fraternity, a 163-year-old organization with over 60,000 members.

EDUCATION

BACHELOR OF ARTS, RECREATION | 2014
Indiana University; Bloomington, IN

SKILLS

- Social Media
- Graphic Design
- Web Development
- Microsoft Office
- Content Creation
- Photography
- Teamwork
- Organization
- Public Speaking

EXPERIENCE

DIRECTOR OF COMMUNICATION

International Headquarters of Theta Chi Fraternity | Carmel, IN | **April 2017 – Present**

- Create and distribute content to the over 39,000 combined followers of the Fraternity's official Facebook, Twitter, Instagram, LinkedIn Snapchat, and YouTube accounts.
- Work collaboratively across all departments to curate and create content to post via the official platform, or Hootsuite, which has increased our overall following by over 30%.
- Served as Assistant Editor for, to date, six issues of *The Rattle*, Theta Chi's official biannual magazine.
- Production of photos and video during social and networking events, productions are later edited in my office using Photoshop, InDesign, and Lightroom.
- Create and distribute *Over the Desk*, a monthly newsletter provided to organization volunteers containing important information pertaining to Fraternity current events, and the fraternal industry in general in the United States.
- Review and edit internal and external documents for accuracy and to ensure they adhere to the Fraternity's branding and APA standards.
- Produce and direct the creation of the Fraternity's *2016/2018 Biennial Report*, for distribution to all members, stakeholders, and associated educational institutions.
- Create, oversee and distribute all communications, including, but not limited to: current events, bulletins, updates, and reports posted to www.thetachi.org, the official website of Theta Chi Fraternity.

FIELD EXECUTIVE

International Headquarters of Theta Chi Fraternity | Carmel, IN | **June 2015 – December 2016**

- Independently served as the liaison between international headquarters and the collegiate members, alumni volunteers, and university officials.
- Visited over 25 chapters across nine states to assist each group in performing at their highest level via educating new classes and chapters on Theta Chi operational standards and history.
- Presented education workshops to over 1,750 collegians regarding recruitment, new member education, leadership development, financial matters, and risk management.
- Provided support at our national events, development of content for publications, and other ad hoc projects.
- Created multiple blog posts to spread awareness on Theta Chi's health and safety initiative, Sacred Purpose.
- Trained members of new/redeveloped chapters on how to effectively market themselves to build their chapters from the ground up.
- Established social media profiles for newly installed and redeveloped chapters.

CERTIFICATIONS

[Social Marketing Certification](#) | Hootsuite | **January 2020**