

# Nicholas Cimino

Macungie, Pennsylvania | Portfolio: [nickcimino.com](http://nickcimino.com)

## EXPERIENCE

### CLIFF LEWIS EXPERIENCE

*Media Specialist*

NOVEMBER 2025-PRESENT

BETHELHEM, PA

- Led social media strategy and content production, increasing impressions by 332% (58K → 252K) and reach by 330% (40K → 176K).
- Increased video views by 268% (3.6K → 13.3K) through short-form optimization while maintaining 4.6%+ engagement during rapid growth.
- Develop and manage content calendars across Instagram and Facebook, aligning platform-specific creative with brand positioning.
- Produce listing photography, promotional videos, and branded assets used in organic and paid digital campaigns.
- Partner with agents to translate property features into compelling digital storytelling that strengthens visibility and listing performance.

### AMERICAN ADVERTISING FEDERATION / AAF

*Videographer/Creative Team*

AUGUST 2024-MAY 2025

STATE COLLEGE, PA

- Contributed to client-based advertising campaign that placed 2nd regionally out of 11 universities.
- Produced and edited branded video content aligned with campaign strategy, audience research, and brand positioning.
- Collaborated cross-functionally with strategy, copy, and design teams to execute integrated digital marketing materials.

### SPARK PIXEL

*Creative Intern*

JANUARY 2025 - APRIL 2025

STATE COLLEGE, PA

- Supported full-cycle video production including camera operation, on-set assistance, and post-production editing.
- Evaluated and refined social content to strengthen brand cohesion and platform presence.
- Contributed creative concepts during development to enhance storytelling and overall production quality.

## EDUCATION

### THE PENNSYLVANIA STATE UNIVERSITY

Bachelor of Arts - Advertising

AUGUST 2021– MAY 2025

STATE COLLEGE, PA

Dean's List: Fall 2022, Spring 2023, Spring 2024, Fall 2024, Spring 2025

Inducted into *Alpha Delta Sigma Fraternity* for excellence in Advertising, Spring 2025

## SKILLS

**Software:** Adobe Premiere Pro, After Effects, Photoshop, Lightroom, CapCut, Canva

**Platforms:** Instagram, Facebook, TikTok, YouTube

**Expertise:** Short-Form & Long-Form Editing, Content Calendars, Performance Tracking, Brand Visual Systems, AI Tools for

**Production:** DSLR/Mirrorless Camera Operation, Lighting & Audio Setup, On-Set Production Experience