

NICHOLAS “COLE” CRIDER

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EDUCATION

Purdue University, West Lafayette, IN May 2023
Master of Science in Integrated Communication and Marketing GPA: 4.0/4.0
Concentration in Social Media

Ball State University, Muncie, IN December 2020
Bachelor of Arts in Telecommunications GPA: 3.4/4.0
Concentration in Video Production

PROFESSIONAL EXPERIENCE

Purdue University College of Liberal Arts West Lafayette, IN
Social Media Specialist March 2023 – Present

- Promote College of Liberal Arts programs and events among current students on social media to increase student retention and involvement
- Increase student yield through paid social media advertising and creating YouTube content to accompany admissions webpages
- Compose a social media strategy to help achieve goals set by the dean
- Create accompaniment videos for admissions webpages to increase applications
- Generate reports on current higher education marketing practices to maintain an informed marketing strategy
- Plan, record, edit, and publish social media video content
- Design graphics for social media using Marq (formerly Lucidpress) and Adobe InDesign
- Manage all College of Liberal Arts social media accounts via Hootsuite

Purdue University College of Science West Lafayette, IN
Content Marketing Specialist August 2019 – March 2023

- Created accompaniment videos for admissions webpages to increase applications
- Promoted faculty and graduate student research via social media video content to increase brand authority and graduate student yield
- Created promotional video content for departments to help college recruiters at recruitment events
- Edited educational videos for K-12 students to benefit college outreach

Lafayette Urban Ministries Lafayette, IN
Volunteer Videographer & Janitorial Worker May 2021 – March 2023

- Produced images and videos for website and social media content to increase potential donor engagement
- Performed janitorial tasks on buildings and grounds

Indiana Destination Development Corporation

Indianapolis, IN

Social Media Marketing Intern

May 2021 – August 2021

- Generated thought-provoking copy, images, and videos for social media to increase website link clicks on social media posts
- Managed social media accounts for the Visit Indiana brand, increasing Twitter impressions in July 2021 by 178% YoY to 1.34 million and profile visits by 510% YoY to 9,553, contributing to the department's strategic goals
- Used SEO tactics in blog posts to increase website traffic
- Provided customer service for potential clients, contributing to 634 sign-ups at the Indiana State Fair for various state-sponsored promotional programs
- Collected focus group information to advocate the department's effectiveness among state budget writers

Purdue University College of Science

West Lafayette, IN

Videographer Intern

May 2019 – August 2019

- Promoted college programs to current students via website and social media video content to increase student retention and involvement
- Created videos to promote the college's K-12 outreach programs
- Developed skills in promoting brand awareness in video content through brand guideline usage

SKILLS & CERTIFICATIONS

- *Technical Skills:* Social Media Management · Copywriting · Graphic Design · Web Development · SEO · HTML · Competitive Marketing Analysis · Videography · Photography · Video Editing · Sound Design · Production Planning
- *Software Skills:* Hootsuite · Marq (formerly Lucidpress) · WordPress · Adobe Premiere Pro · Adobe Photoshop · Adobe InDesign · Google Analytics · TweetDeck · Rival IQ · Avid Pro Tools · Microsoft Office Applications
- *Certifications and Courses:* SEO (HubSpot) · Content Marketing (HubSpot) · Social Media Marketing (HubSpot) · HTML (LinkedIn Learning)

HONORS

The Honor Society of Phi Kappa Phi

- Honors society for graduate students who rank in the top 10% of their class

HOBBIES & INTERESTS

- Creating personal social media videos about space history · Reading cognitive psychology books · Cooking · Collaborating with friends on writing projects · Playing guitar