

Nico Ruggieri

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Marketing / Communications / Social Media

Marketing and communications specialist with 5+ years of experience building social media communities from scratch and leading strategic campaigns by producing engaging video, graphic design, web content, and written communications. Proven record of exceeding expectations with superior work ethic and humility. Leading by example, always learning.

Core Competencies

Adobe Premiere Pro | Photoshop | After Effects | InDesign | Acrobat | Microsoft Office Suite | Sales Pitches Presentations | Public Speaking | Salesforce | Organizational / Communication Skills | Constant Contact Wordpress | Google Analytics Certification | Google Digital Marketing & E-Commerce Certification | YouTube

Professional Experience

Poland Local Schools | Marketing & Communications Director

July 2021 – Present

Poland, Ohio | K-12 school district, 4 schools with 1,800 students

Developed and executed school's first communication strategy, performed social media management, authored email newsletters, produced weekly update videos, and managed all web content and press relations.

- Introduced social media to community and positioned consistent brand voice, revitalizing positive perception of school brand with informational graphics, promotional videos, and Python programs to automate/scale social media postings.
- Curated weekly email newsletters in Constant Contact, averaging 49% open rate and 8% CTR.
- Led full website redesign project that utilized analytical research to increase unique visitors by 200%.
- Successfully improved community engagement by introducing content marketing, yielding over 100% increases in KPIs like event attendance, survey responses, and lead generation for arts & athletic programs.
- Maintained connections with media contacts, authored press releases that earned over 25 local articles per year.

Live Nation Entertainment | VIP Sales Intern

January 2020 – May 2020

Boston, MA | Largest Concert Promoter in world, 5 boutique venues in Boston

- Developed list of sales leads & connections weekly, ranking #1 among Sales Managers in LinkedIn lead generation.
- Fulfilled orders and gifts for client success operations, developed personalized booklets and content for clients.
- As an intern, introduced the [first national LinkedIn video campaign](#) for over 50 VIP Sales Managers by creating a short online learning module and materials for production at scale.

Berklee College of Music, Admissions | Senior Student Recruiter

May 2018 – May 2020

Boston, MA | #1 private musical arts college, over 5,000 applicants/year

- Assisted the recruitment/conversion process for prospective students through engaging sales pitches, online events, and tours to 100+ warm leads weekly, receiving high customer satisfaction ratings on service and presentation.
- Coached 20+ accounts to 50-100% scholarship through project management and relationship development.
- Leveraged Facebook and Salesforce CRM as a customer forum, decreasing customer support ticket volume by 40%.
- Traveled to audition sites and led ambassador program, hosted booths and event open houses / workshops.
- Managed/Supervised 30+ student employees, coaching in listening skills, problem solving, and customer service.

Education

Berklee College of Music | Boston, MA

Bachelor of Business Management | (Marketing & Entrepreneurship Concentration)

Class Valedictorian, Full-tuition scholar, Dean's Advisory Board Member, Research Project Manager, 3.96 GPA

Awards

- [2019 Service Excellence Award](#) – Live Nation / House of Blues Music Forward Foundation
- [2019 Excellence in Entrepreneurship](#) – Berklee College of Music, Music Business Department