

NP

NICK PAOLINO

VISUAL
CONTENT
CREATOR

CONTACT INFO

- +1 401 486 8075
- paolinon@merrimack.edu
- www.nicholaspaolinocreative.com

LOCATION INFO

North Andover, MA 01845

PROFILE

A highly creative, and hard-working individual with four years of photography, videography, and graphic design experience.

EXPERTISE

TECHNICAL

- LIGHTROOM
- PREMIERE PRO
- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- HIGH-RESOLUTION IMAGING AND EDITING SKILLS
- AUDIO RECORDING
- POST PRODUCTION

SKILLS

PROFESSIONAL

- VISUAL DESIGN
- STORYTELLING
- COMMUNICATION
- ORGANIZATION
- CONTENT IDEATION

EXPERIENCE

GRADUATE FELLOW | MERRIMACK COLLEGE | 2021 - PRESENT

As a Presidential Fellow with the Office of Communications I worked in multiple different capacities.

- Create high quality photo, video, and graphic content for institutional marketing campaigns.
- Develop content based on current social media trends to maintain prospective student engagement.
- Help oversee social media accounts including Twitter, Instagram, LinkedIn and Facebook.
- Assist in updating and managing institutional social media and website content.
- Maintaining and adding to the institutional photo and video catalog.

CREATIVE ASSISTANT | MERRIMACK COLLEGE | 2018 - 2020

Creating influential digital content on all social media platforms and marketing materials showcasing the Merrimack College environment and community. Responsible for coverage of numerous campus-wide events to provide impactful experiences with social media and photography.

- Create influential digital content on all social media platforms and marketing materials showcasing Merrimack College.
- Photograph events both on an off campus as needed for the Marketing and Communications Departments.
- Maintain, organize, and add to the institutional photo and video catalog.

PHOTO/DESIGN COORD. | MERRIMACK COLLEGE | 2019 - 2020

Create and capture visually interesting imagery to aid in the marketing and communication efforts of the O'Brien Center for Career Development.

- Capture and provide high-quality edited photographs of specific events, programs, and on-call requests for the O'Brien Center for Career Development.
- Maintain a vast collection of photography equipment, allowing immediate utilization, to capture the true essence of the event or program for the O'Brien Center.

NP

NICK PAOLINO

VISUAL
CONTENT
CREATOR

INTERESTS

PERSONAL

- Technology
- Automotive
- Product design

EDUCATION

M.A. COMMUNICATION | MERRIMACK COLLEGE | 2021 - 2022

Merrimack College's Master's of the Arts in Communications develops the skills to work in professional communications, from digital media content creation and campaign design to public relations and crisis communications, as well as related fields. Coursework emphasizes strategic communication and digital media.

B.A. GRAPHIC DESIGN | MERRIMACK COLLEGE | 2016 - 2020

Merrimack's multifaceted graphic design curriculum combines research, critical questioning, problem analysis, and the methodologies of the design industry. As a student in this program, I have sharpened my conceptual and critical-thinking abilities and developed a practical, in-depth understanding of current industry-standard technical skills including but, but not limited to layout design, print design, web design, photography, and UX design.

EXPERIENCE (Continued)

FREELANCE PHOTOGRAPHER | SELF-EMPLOYED | 2017 - PRESENT

Being a freelance photographer includes many responsibilities including but not limited to: discussing requirements with clients, performing research for each shoot, using technical equipment, networking with other professionals, arranging photo shoot backgrounds, processing images, and self-marketing.

- Designing well-branded ecosystems and content for clients in numerous mediums including; digital, print, web, and mobile.
- Providing high-quality imagery and retouching services for clients.

RESIDENT ADVISOR | MERRIMACK COLLEGE | 2017 - 2020

RAs build community in their residence halls and on-campus - contributing to Merrimack and impacting the intellectual, spiritual, social and cultural growth of the students who live in their hall.

- Create and foster community among your unit (floor, tower, etc).
- Complete and submit program proposals and evaluations, Incident/CARE reports, facility work orders, duty logs and other forms as required.
- Be available during certain emergency situations.
- Participate in all college openings and closings.

REFERENCE

BRIE GUILFOYLE
MERRIMACK COLLEGE

Phone: +1 (603) 858-2973

Email: guilfoyleb@merrimack.edu

DAN VLAHOS
MERRIMACK COLLEGE

Phone: +1 (617) 306-4096

Email: vlahosd@merrimack.edu