

Nicholas Biglin

Tampa, FL | (727)-301-8452 | nickbiglin12@gmail.com | <https://nicholasbiglin.com>

SUMMARY OF QUALIFICATIONS

Strategic marketing and communications professional experienced in digital strategy, community partnerships, and brand development. Led cross-platform campaigns driving 250%+ engagement growth and 350% increases in media reach. Strong background in social media management, experiential marketing, content creation, and performance analytics. Adept at aligning creative execution with business objectives to increase brand awareness, audience engagement, and measurable growth.

TECHNICAL PREFERENCE

Social Media Channels: Facebook, X, Instagram, Snapchat, YouTube, LinkedIn, TikTok

Software & Applications: Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro), Microsoft Office, WordPress, Google Analytics, Salesforce, CRM, SharePoint, Meta Business Suite, OptSpot

WORK EXPERIENCE

Community Engagement Specialist, Bubble Down Car Wash, Tampa, FL June 2025-Present

- Built partnerships with 80+ schools, 200+ apartment communities, and 25+ local businesses, expanding community reach by 60%.
- Conduct 40–50 weekly outreach visits to promote fundraising programs, increase participation, and strengthen brand visibility.
- Organized 30+ community events, increasing attendance by 35% through vendor partnerships and targeted marketing efforts.
- Manage social media strategy across all platforms, growing engagement by 50% and impressions by 40%.
- Create digital and print marketing assets including email campaigns, landing pages, flyers, and event materials to enhance visibility and maintain brand consistency.
- Design and execute site plans for signage and pylon placement across multiple locations, optimizing visibility, traffic flow, and on-site brand presence.
- Oversee production workflow for marketing and signage materials, collaborating with vendors to meet deadlines and quality standards.

Fan Engagement Specialist, Vinik Sports Group, Tampa, FL August 2024-Present

- Contributed to maintaining high energy levels at Benchmark International Arena enhancing the overall game day experience for thousands of attendees.
- Engaging with fans to enhance their game day experience, including distributing promotional items, leading fan chants, and managing interactive in-game contests.

Field Marketing Specialist, Monster Energy, Tampa, FL January 2024-Present

- Execute grassroots marketing activations distributing 7,000–9,000 cans per event, engaging 4,000–7,000 consumers to drive awareness and product trial.
- Identify and secure high-traffic venues and community hotspots to expand local brand presence and foster long-term consumer relationships.
- Distribute approximately 480 cans per shift while educating consumers on product features and training team members to ensure consistent brand messaging.

Marketing Manager, Technical Resource Group, Tarpon Springs, FL November 2023-June 2025

- Increased Instagram engagement by over 250% and grew reach to 2.6K through consistent content strategy and audience optimization.
- Launched four social media campaigns, increasing reel reach by 350% and significantly improving video performance; top-performing video reached 3.1K views.
- Developed and executed creative strategies for digital and print marketing campaigns, contributing to a 40% increase in brand visibility and a 25% boost in target audience engagement.

- Supported marketing efforts at events and conferences while collaborating with a team of 10+ volunteers to develop campaign messaging and execute digital advertising initiatives, improving click-through rates and expanding awareness for programs and events.

Sales Academy Intern, Los Angeles Kings, Remote

April 2025-May 2025

- Selected to participate in a competitive 6-week sales development program focused on preparing future leaders in the sports industry.
- Completed weekly training sessions centered on consultative selling, business development strategy, and leadership principles.
- Engaged in advanced role-play simulations, group breakout exercises, and executive Q&A sessions with professional sports industry leaders.
- Applied the Los Angeles Kings' structured sales methodology to develop skills in full-season, group, and premium ticket sales strategy.

Cast Member, Walt Disney World, Lake Buena Vista, FL

January 2023-September 2023

- Began as a General Teller at Disney's Pop Century Resort, managing high-volume guest transactions, resolving billing inquiries, and delivering exceptional service in a fast-paced hospitality setting.
- Promoted to Entertainment, performing in-character roles and contributing to immersive brand storytelling experiences.
- Engaged with thousands of guests daily while maintaining brand standards, energy, and professionalism in high-traffic environments.
- Collaborated with operations and leadership teams to ensure seamless entertainment scheduling and guest engagement.

Business Development Representative, Marketopia, Pinellas Park, FL

June 2022-January 2023

- Scheduled qualified appointments with prospective clients, ensuring seamless transitions through the sales pipeline.
- Educated potential clients on products and services to drive engagement and increase conversion opportunities.
- Maintained accurate CRM records and utilized VoIP dialer systems to improve outreach efficiency and support lead generation efforts.
- Resolved client inquiries while supporting administrative and operational team objectives.

COMMUNITY SERVICE

Multimedia Specialist, TheChapel.cc, Trinity, FL

October 2023-January 2026

- Captured, edited, and organized weekly photo and video content for use across digital communications, managing the full content workflow from production to distribution.

Multimedia Specialist, Indian Rocks Church, Largo, FL

August 2020-October 2023

- Captured, edited, and organized weekly photo and video content for use across digital communications, managing the full content workflow from production to distribution.

EDUCATION

Bachelor's Degree, Liberty University, Lynchburg, VA

Graduated: March 2025

Specialization: **Strategic Communication – Social Media Management**

- GPA 4.0 | Minor: **Journalism**

Associate's degree, St. Petersburg College, Seminole, FL

Graduated: May 2025

- Grade: 3.8 GPA
- Societies: **Phi Theta Kappa Honor Society**

CERTIFICATIONS

Digital Marketing Associate, Meta

December 2024