

Nicholas Fagen

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PROFESSIONAL OBJECTIVE

Creative Marketing Specialist and Storyteller with a strong grasp of brand messaging, social media strategy, and content development. I create content that connects, engages, and delivers impact. Seeking a role where creativity, collaboration, and strategic storytelling shape meaningful engagement.

SKILLS & TOOLS

- AP Style
- Canva Premium
- SEO & Analytics
- Copywriting & Editing
- Wix Website Management
- Content Marketing & Strategy
- Data Entry & Market Research
- Press Releases & Donor Appeals
- Budget & Fundraising Management
- Event Planning & Community Outreach
- Social Media Management (Hootsuite, Buffer, Meta Business Suite)
- CRM & Email Marketing (Salesforce, Mailchimp, Brevo, Constant Contact)

RECENT EXPERIENCE

Head of Storytelling and Marketing | Lisa Wagner & Co. Chicago, IL | MAY 2023 – Present
Develop and execute content strategies to enhance brand awareness and audience engagement for LW&CO and its nonprofit and corporate clients, including the Navy SEAL Foundation, Golden Apple Foundation, and The Hoover Institution. Increased audience reach by 100K+, drove 7,500+ interactions, and grew followers by 1,000+ across LinkedIn, Facebook, and Instagram in one year.

Social Media Marketing Manager | Freelance Saint Charles, IL | OCT 2022 – Present
Develop and implement strategic content calendars across multiple social media platforms to enhance brand awareness, audience engagement, and customer acquisition for clients like Total Body Health Center and Avatar Aesthetics Laser Center. Use organic and paid digital marketing to drive customer acquisition and retention.

B2B Marketing Specialist | Multi-Color Corporation Elk Grove, IL | MAR 2019 – FEB 2022
Drove brand recognition and revenue growth for MCC Label by leading content creation, marketing campaigns, and global sales support. Managed RFPs, budget planning, and market research while assisting with B2B sales facilitation, photoshoots, event planning, and print advertising.

Promotions Technician | iHeartMedia Chicago, IL | JUL 2018 – MAY 2019
Managed on-site and off-site promotional campaigns to expand brand visibility and audience engagement for iHeartMedia Chicago. Led event planning, prize inventory oversight, and social media support across Illinois and surrounding areas.

COMMUNITY & OUTSIDE AFFILIATIONS

- **NCAA PSAC Scholar Athlete** | Division II Men's Water Polo
- **Tau Kappa Epsilon Fraternity** | President & Alumni Relations Representative
- **Gannon Knight Newspaper** | Staff Writer
- **Totem Magazine** | Featured Writer
- **NAMI of Erie County** | Intern & Multimedia Consultant (Oct 2016 – May 2017)
- **Saint Jude's Children's Hospital** | Philanthropic Coordinator
- **Saint Charles East High School** | Volunteer Water Polo Coach
- **Writing Rituals** | Published *A Moment in Time* (Jan 2022) | Upcoming: *Bittersweet State of Mind*
- **United Parcel Service** | Delivery Driver Assistant (Nov 2022 – Feb 2023)

EDUCATION

Gannon University

Major: English

Minor: Journalism Communications

Erie, PA | AUG 2013 – MAY 2017