

NICHOLAS DEPAOLA

SOCIAL MEDIA MANAGER | CONTENT STRATEGIST | CREATIVE PRODUCER

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PROFILE

Social media and digital marketing professional with 5+ years of experience leading content strategy, hands-on video production and editing, graphic design, audience growth, analytics, and multi-channel marketing for premium and enthusiast-focused brands. Combines strategic oversight with direct creative execution, client leadership, and team coaching. Experienced translating business objectives into platform-specific content that strengthens brand perception, builds community, and produces measurable growth.

SELECTED IMPACT

13M+ Social views in 90 days	6.1M Viewers reached	291K+ Engagements in 90 days	40K+ Followers grown across 3 businesses
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PROFESSIONAL EXPERIENCE

Land Rover Main Line | Social Media & Digital Marketing Manager

Wayne, PA | April 2024 - Present

- Lead organic social strategy and hands-on content production across Facebook and Instagram, producing approximately 20 short-form videos per month.
- Own the full content lifecycle from ideation and scripting through filming, advanced video editing, graphic design, on-camera presentation, copywriting, scheduling, publishing, community engagement, and performance review.
- Generated 13M+ social media views from 6.1M viewers in a recent 90-day period, driving 291K+ engagements and 180K+ likes while growing Facebook and Instagram by 27,754 followers.
- Manage paid social, email marketing, website and inventory-focused digital content; email campaigns regularly achieve open rates in the mid-to-high 50% range.
- Produce full commercial campaigns for holidays and dealership initiatives, plus title-sponsorship commercials, event graphics, and promotional assets that position the dealership prominently within sponsored events.
- Monitor trends, high-performing formats, audience behavior, competitor activity, and cultural moments while maintaining Land Rover corporate brand standards.

Francis Harmon Marketing & Creative | Managing Partner

Greater Philadelphia | June 2021 - Present

- Develop and oversee social media and digital marketing strategies for premium automotive, home technology, and enthusiast-focused clients, balancing awareness, community growth, engagement, and conversion objectives.
- Lead hands-on creative production from concept and art direction through filming, advanced editing, graphic design, copywriting, publishing, community management, and performance analysis.
- Translate client business objectives into platform-specific organic and paid social strategies designed to strengthen brand perception and drive measurable growth.
- Directly manage and coach a business partner: assign on-site shoots, provide creative briefs and feedback, oversee client communications, review deliverables, direct revisions, and maintain quality and brand standards.
- Built client relationships lasting up to four years and generated approximately 40,000 new Facebook and Instagram followers across three businesses since taking over management of their accounts.

ADDITIONAL EXPERIENCE

Automotive Videos Made Simple | Video Content Manager, Product Development & Client Experience

Wayne, PA | April 2024 - July 2026

- Worked across content production, product development, sales, marketing, onboarding, and client experience for a software-supported media product serving automotive dealerships.
- Created customer-facing communications and supported sales presentations, email campaigns, product education, onboarding, and adoption.

Vookum | Watch Content Production - Project-Based

New York, NY | Project-Based

- Filmed and edited long-form YouTube content for a grey-market luxury watch seller in New York City's Diamond District.
- Worked in an active watch-dealer environment, combining professional production skills with horological knowledge and gaining firsthand exposure to product presentation, pricing, negotiation, client interactions, and collector culture.

Home Theater Group | Marketing, Sales Support & Operations

Green Brook, NJ | May 2022 - May 2023

- Supported marketing and sales for premium residential audio, video, automation, and lighting projects, including client proposals and high-value purchasing decisions.
- Coordinated projects from proposal through completion and introduced a new proposal platform into the company's sales and operational workflow.

CORE CAPABILITIES

Social Media Strategy | Content Strategy & Calendars | Creative Direction | Short-Form & Long-Form Video | Advanced Video Editing | Graphic Design | Copywriting | Community Management | Analytics & KPI Reporting | Paid Social | Email Marketing | Team Management & Coaching | On-Camera Presentation | Luxury Brand Marketing

TECHNOLOGY

Adobe Premiere Pro (Expert) | Adobe Photoshop (Expert) | Adobe After Effects | Adobe Lightroom | Adobe Illustrator | Meta Business Suite & Ads Manager | Google Analytics | HubSpot | Wix Studio | WordPress | Monday.com | Microsoft Office | Google Workspace | Slack

LUXURY WATCH KNOWLEDGE

Several years of independent study across luxury brands, references, movements, complications, materials, production history, market positioning, collector preferences, new releases, and secondary-market activity. Personal experience researching, purchasing, owning, trading, presenting, and selling luxury watches.

EDUCATION

High Point University | Coursework toward B.S. in Business Administration

Entrepreneurship and Social Media Marketing | 2019 - 2021 | Completed three years of undergraduate study | 3.8 GPA