

Nick Hancock

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EDUCATION

Point Loma Nazarene University

San Diego, CA

Major: Journalism, **Minor:** Marketing

May 2025

Cumulative GPA: 3.95 | Dean's List, Summa Cum Laude

PROFESSIONAL EXPERIENCE

Marketing Coordinator

September 2025 - Present

LasX Industries

St. Paul, MN

- Produce engaging and informative photo and video content for YouTube and LinkedIn, leading all creative efforts, including graphic design, script writing, and video editing
- Develop and refresh marketing collateral for both print and digital channels
- Oversee trade show planning and execution, ensuring cohesive digital presence, marketing materials, and logistics
- Apply strong copywriting and design skills to email and web content to maintain a consistent brand voice

Junior Marketing Coordinator

May 2024 – August 2025

RxSight

Aliso Viejo, CA

- Completed a summer long project centered around auditing 800+ websites to inspect their marketing quality
- Contribute to campaign and event preparation by assisting the marketing team on a variety of tasks and initiatives
- Create SEMrush reports for Account Managers and Sales Directors to offer digital marketing support to their clients, and on occasion present report findings directly to their clients
- Partner with the social media team to strategize and create brand-aligned content, driving engagement and growth across four platforms using tools such as Asana and Planable

Co-Founder and Marketing Director

April 2024 - June 2025

Abalone USA

San Diego, CA

- Develop and execute all brand communications for personal start-up, including weekly newsletters, monthly blogs, product descriptions, and social media copy to drive customer engagement and retention
- Initiate outreach campaigns, cold-calling local shops to form partnerships and increase visibility within the community
- Leverage Shopify, SEMrush and Google Analytics to optimize ecommerce performance, improve SEO rankings, and enhance user experience, resulting in increased online traffic and conversion rates
- Directed marketing efforts for product launches, generating over \$10,000 in combined online and in-person sales during the Fall 2024 debut; led successful Spring 2025 launch with refreshed branding and expanded product line

Marketing and Content Assistant

August 2021 - May 2025

Point Loma Nazarene University Athletic Department

San Diego, CA

- Supported the Athletic Director by managing game stats and live social media coverage to enhance fan engagement
- Promoted athletic events through targeted social media campaigns and printed materials, increasing visibility among students and the wider community
- Wrote and published compelling sports content for the athletic department website, helping to highlight athlete achievements and team performance

SKILLS

HubSpot CRM, Adobe Premier Pro, Google Analytics, Microsoft Suite (Excel, Word, Powerpoint, Teams), Outlook, SEMrush