

# Nick Hancock

nickhancock02@gmail.com | (760) 505-4798 | Minneapolis, MN | linkedin.com/in/nicklrh/ | nicklrhancock.com

## EDUCATION

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### 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

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### 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

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