

## Nick Romano

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### PROFESSIONAL SUMMARY

- Communications professional with experience in advocacy, public relations, and media relations within the following fields: Athletics, Healthcare, and Mental Health
- Proven strong work ethic with a track record of professional advancement in a short period
- Additional experiences: Brooklyn Nets, New York Daily News, Seton Hall University Basketball, Seton Hall University Public Relations Department, SUNY Maritime College, and Team Hill Foundation
- View my portfolio and learn more about all my experiences at <https://nicholasromano96.journoportfolio.com/>

### EDUCATION

**Fairleigh Dickinson University, Madison, NJ | Master of Arts in Communication 12/20, GPA 3.8**

**Seton Hall University, South Orange, NJ | Bachelor of Arts in Public Relations and Journalism 5/18**

### EXPERIENCE

#### SmithSolve, Morristown, NJ

##### Account Executive 2/22 – Current

- Interview prospective employees and served as part of the hiring committee
- Implement tactics as well as reported results on projects and campaigns
- Participate in new business efforts, including research, idea development, and development of potential programs
- Led onboarding process of company values and mission for new employees
- Managed and trained junior staff for account-related, logistical, and administrative activities
- Conducted screening calls with patients to determine fit for client engagements

##### Account Coordinator 2/21 – 2/22

- Drafted a wide range of editorial content, including media materials, employee communications, and social media
- Compiled daily media monitoring report, including reading and identifying relevant news items and working with supervisors to provide analysis while identifying media targets
- Served as point of contact for physicians, patients, advocacy groups, and vendors
- Maintained activity trackers and timelines to provide regular updates to clients
- Provided logistical support for client and agency activities, including securing meeting space, arranging travel and meals, ordering gifts and collateral, coordinating shipping and delivery

##### Fairleigh Dickinson University Athletics, Madison, NJ | Sports Information Graduate Assistant 8/19 – 12/20

- Assist in gameday and backend operations for FDU Florham's 19 intercollegiate sports teams by coordinating with fellow staff members
- Serve as secondary contact for FDU Florham Sports Information Department and supervised athletic department student workers
- Help with maintenance and development of athletics department website ([fdudevils.com](http://fdudevils.com)), including production of press releases, gameday programs, social media pages, highlight/interview videos, and management of live home game day events
- Create and see-through multimedia social media campaigns such as "Minute Monday," which improved fan engagement for FDU Devils' social media platforms by over 600 likes

##### REBORN Mental Health, High Bridge, NJ | Public Relations Intern 6/20 – 9/20

- Wrote articles that were published in *Renewed Awareness* which is magazine distributed both in print and online
- Wrote and collaborated with team members on press releases for REBORN events and campaigns
- Secured partnerships with influential professionals, business owners, and press members, who agreed to partner with REBORN on company initiatives and campaigns
- Interviewed mental health influencers such as professional basketball player Derrick Gordon, and TikTok personality with over one million likes, Victoria Garrick, in 'Zoom Interview Campaign,' which was published on the REBORN social media accounts